
Seoul, ready to share with the world!

Seoul Urban Planning



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Introducing Seoul

Overview

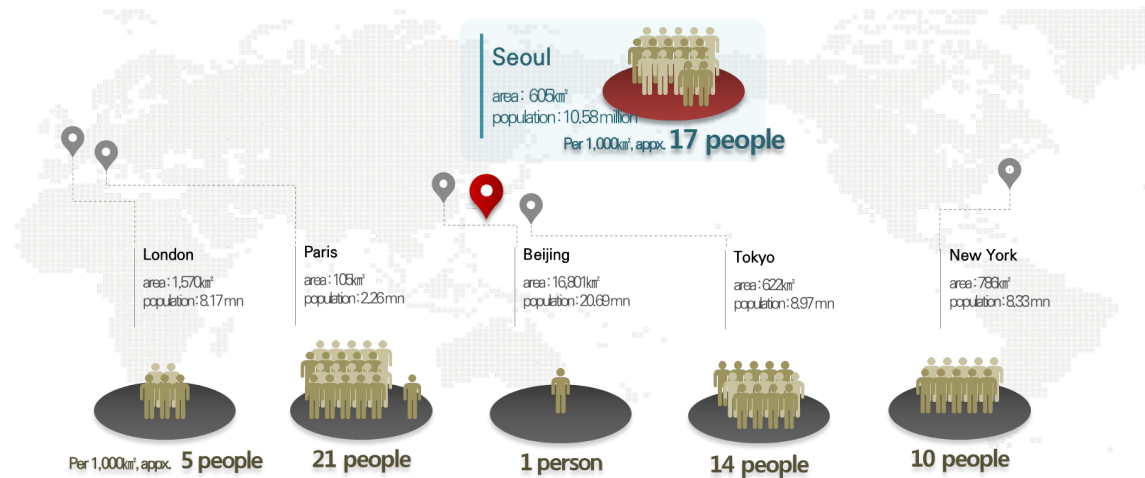
Capital of South Korea, Seoul
History of Seoul's Growth
Seoul's City Planning for the Next Century



1. Capital of South Korea, Seoul

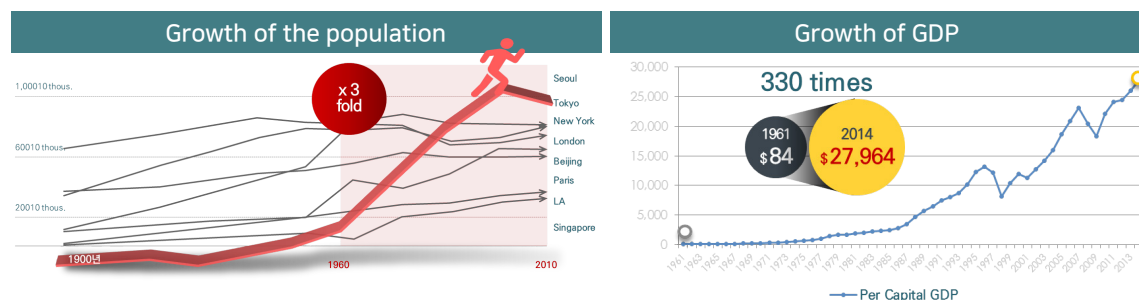
Mega city with a population of 10 million, area of 605km², and one of the densest cities in the world.

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, Yongmaseon 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 : 39.9km² (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



* Source of the foreign tourists to Korea: Korea National Tourism Organization
 † International Visitor Survey 2014₁

2. History of Seoul's Growth

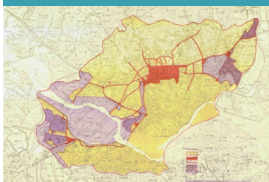
For Seoul to have become the Seoul you see now, numerous efforts throughout history have been made.



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 1952)



City Plan for Reconstruction (1952)



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)



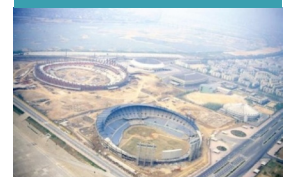
Dispersing Population (Sanggye-dong)



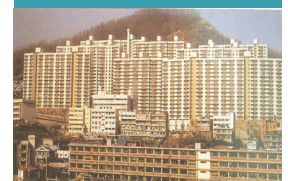
1980

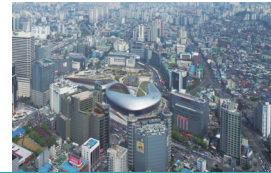
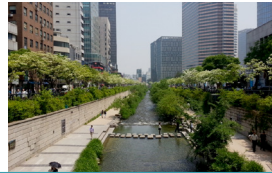
In preparation for int'l events, the city focused on its City beautiful movement, improving the Han Riverfront, redeveloping hillsides & dilapidated areas

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



Redevelopment project of the obsolete housing (1976)

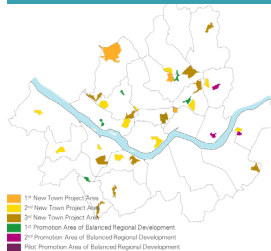




1990

To systematically redevelop the aging town area, the city pursued large scale renewal projects, "New Towns"

Distribution of New Town project areas and promotion area of Balanced Regional Development



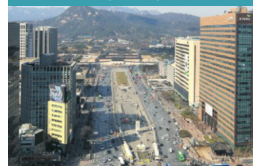
2000

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

Seoul Plaza (2004)



Gwanghwamun Square (2009)



2010

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

Gongpyeong Area of the Urban Environment



Location : 5-1, Gongpyeong-dong, Jongno-gu
Area : 10,461.9m²

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

Now



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

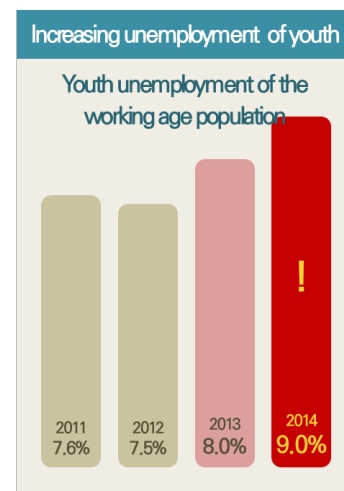
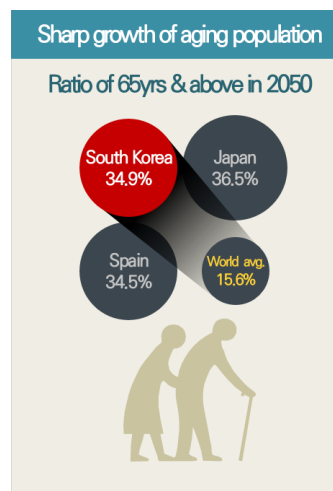


Numerous developments
Foundered

[Entering an Era of Low Economic Growth]

Low economic growth	
Long-term forecast of Korea's GDP	
(unit: %)	
Yr	Growth rate
2001~2007	4.5
2012~2017	4.1
2018~2030	3.3
2031~2060	0.6

OECD Economic Outlook (2013)

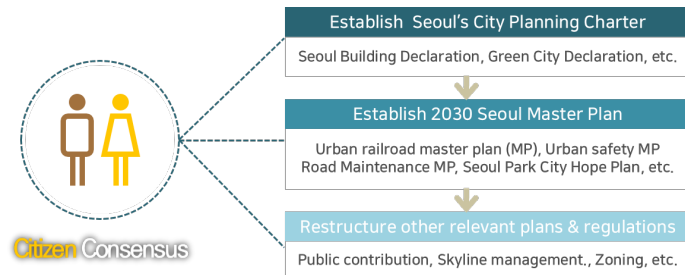


System

Make the framework consisting of 'Principles & Standards', 'Sophisticated Planning' and 'Urban Regeneration & Land Resource Management'. Then, together, decide on the content based on open discussions with citizens.

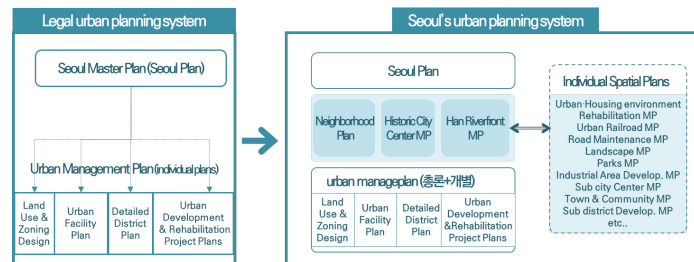
01_ Principles & Standards

Prepare sustainable principles & standards based on citizen consensus.



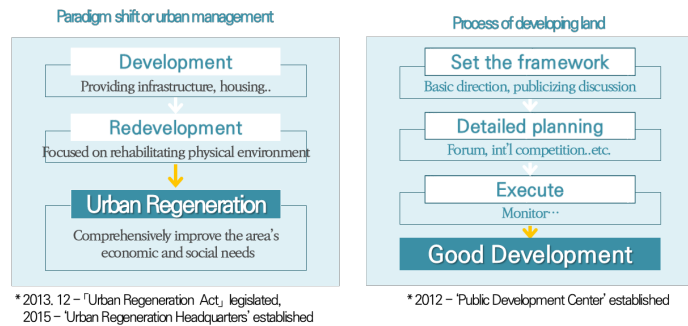
02_ Sophisticated Planning

For easily understandable & predictable urban planning, pursue sophisticated planning customized for each area.



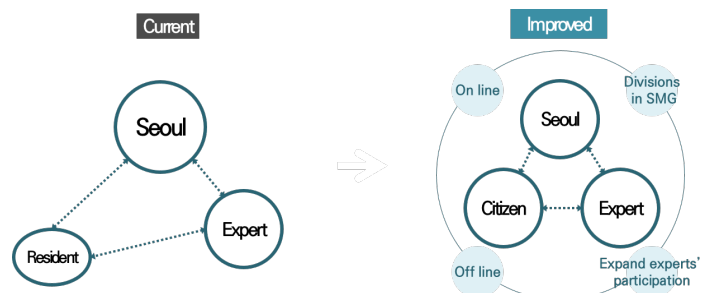
03_ Urban Regeneration & Land Resources Management

To effectively manage limited urban space, systematically pursue urban regeneration & land management.



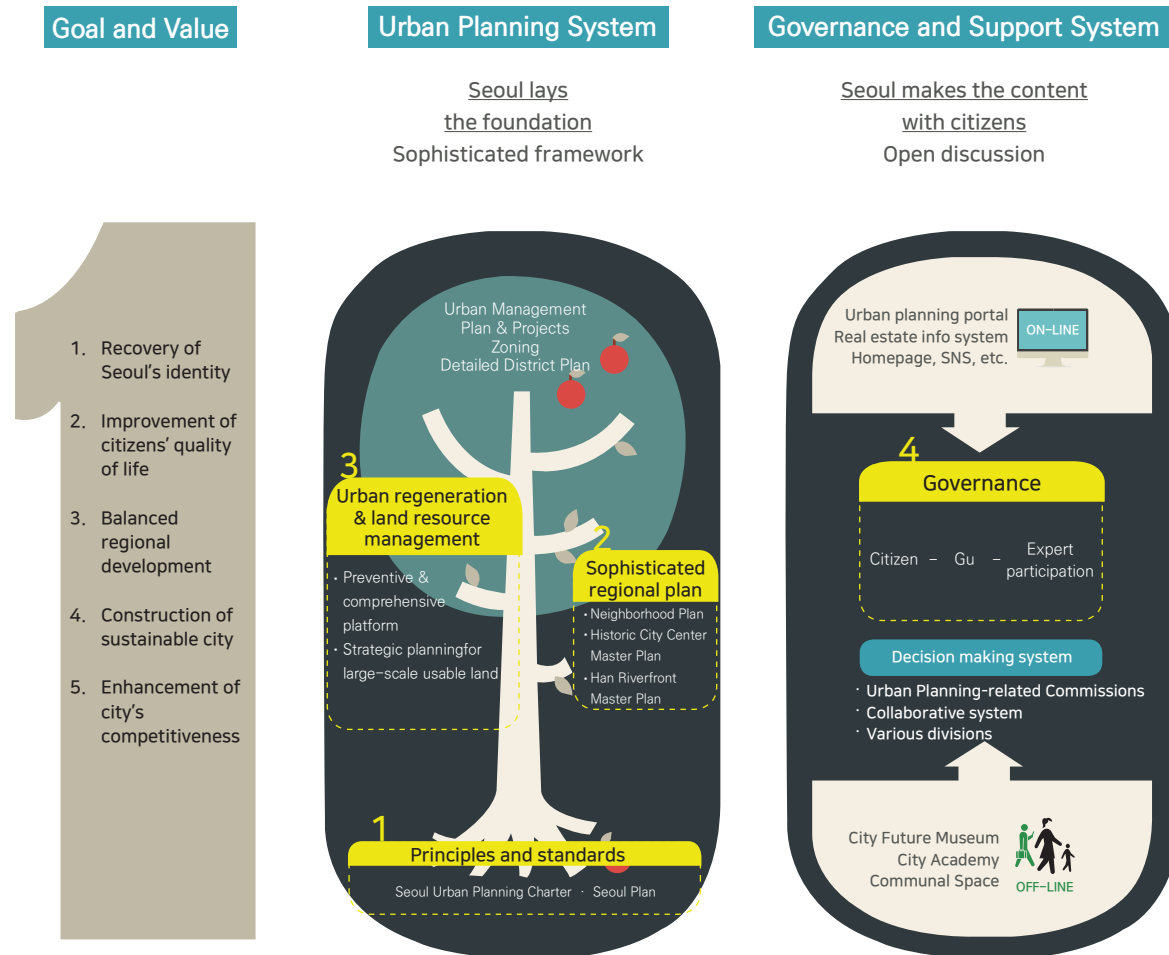
04_ Cooperative Governance

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

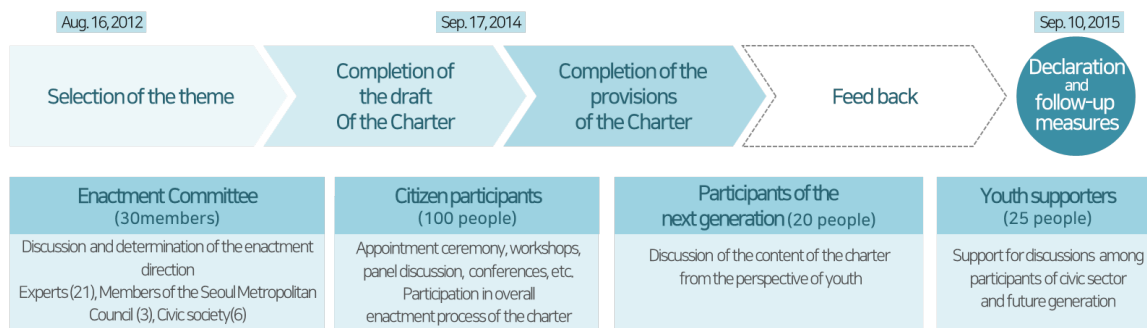
Seoul prepared its Urban Planning Charter for the next 100 years as a foundation for its urban planning administration, providing long-term and consistent direction.



Process

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

01_ Procedure



※ 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

	Enactment Committee (30 members)	Citizen Participants (100 people)	Participants of the Next Generation (20 people)	Youth Supporters (25 people)	Citizens
Function	Discussion and determination of the enactment direction	Appointment ceremony, workshops, panel discussion, conferences, etc.	Discussion of the content of the charter from the perspective of youth	Support for discussions among participants of civic sector and future generation	Shared the process of discussion & received feedback
Consist of	Experts (21), Members of the Seoul Metropolitan Council (3), Civic society (6)	100 representatives selected with various backgrounds, according to census data	1 student from each Gu-district, recommended by his/her principal	Those who received certificates from Seoul's Citizen Academy of City Planning (Seoul Citizen Urban Planner)	Any Citizens (online)
Operation	Open when necessary	Participation in overall enactment process of the charter	Participation from the beginning of the forum, Simultaneously proceeded with Citizen Participant discussion	Simultaneously proceeded with Citizen Participant discussion	Prepare discussion board on city homepage & receive feedback



Seoul Urban Planning Charter

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 commercial 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.

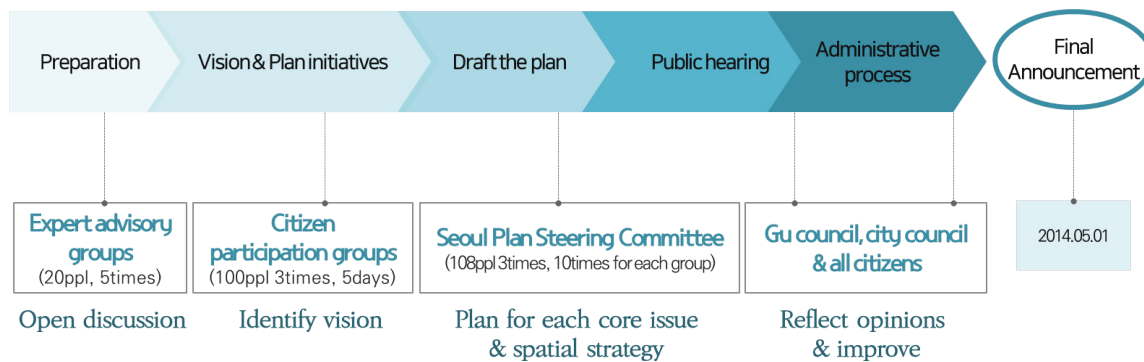
2. 2030 Seoul Plan

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

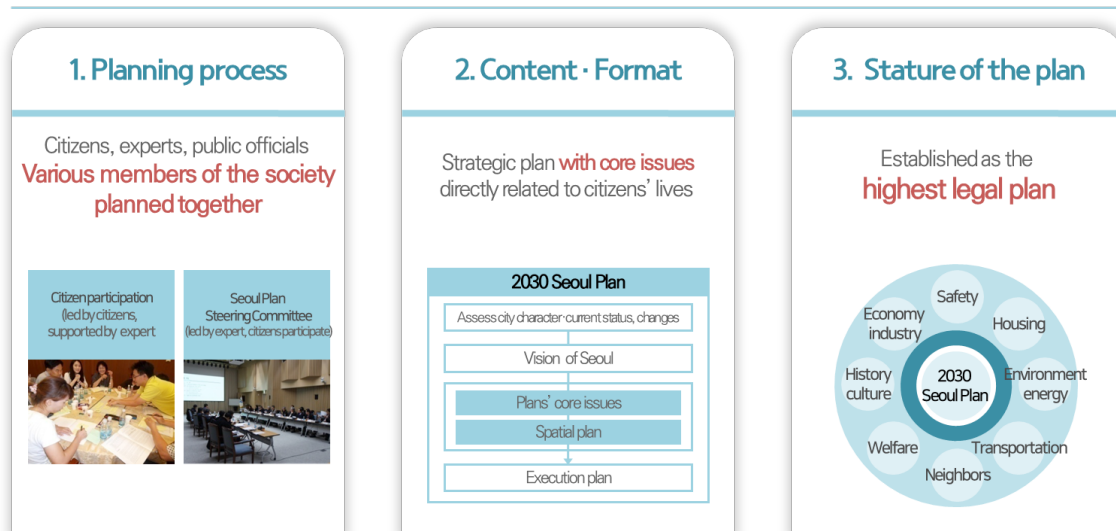
The "Seoul Plan" was carried out in 5 stages in which 220 experts & citizens had participated, and multiple times public hearings and neighborhood forums had taken place for citizen consensus.



Characteristics

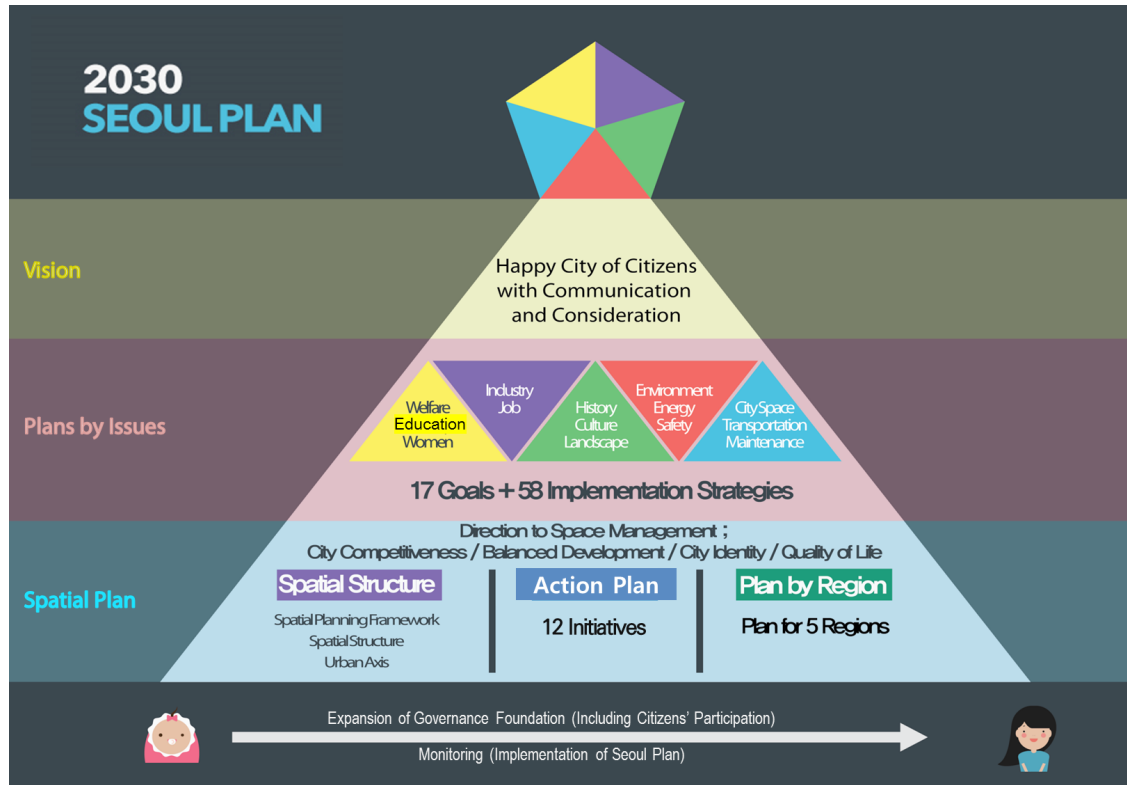
Unlike Seoul's previous master plans, citizens, experts, and government officials included, multiple stakeholders participated to complete the plan. It is an issue-focused strategic plan directly linked to the lives of citizens. By reinforcing its status as the highest legal plan, the city strengthened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

3 Characteristics of the 2030 Seoul 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.



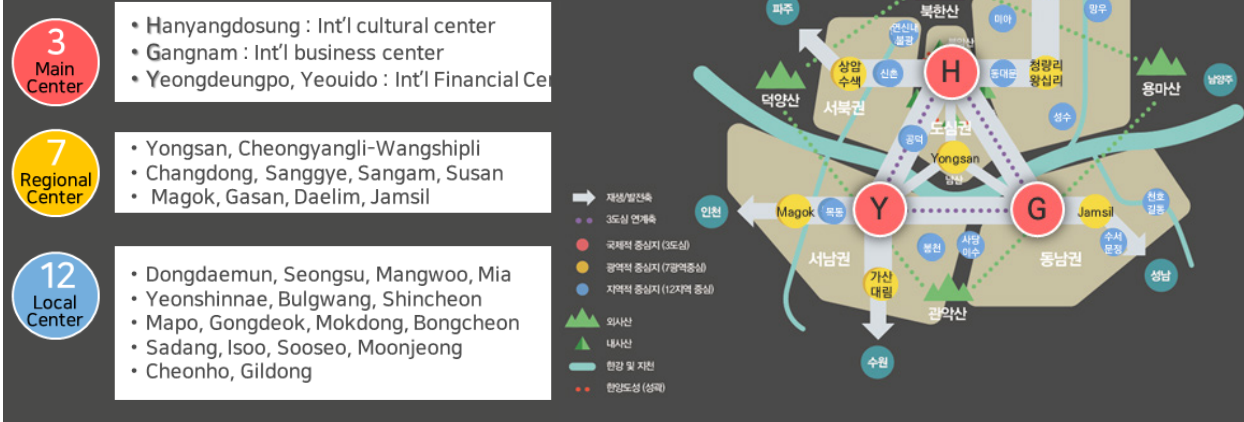
01_ Plans by Issues

The Plan, composed of 5 core issues directly connected to the lives of citizens, contains 17 goals and 58 initiatives.

Welfare, Education, Women	Industry, job	History, Culture, Landscape	Environment, Energy, Safety	Space, Transit, Renewal
Together Without Discrimination People-centered City	Global city with a Strong job market	Vibrant Cultural & Historic City	Lively & Safe City	Community-oriented City with stable housing & easy transport
5 goals 22 strategies	3 goals 10 strategies	3 goals 11 strategies	3 goals 11 strategies	3 goals 9 strategies
City where citizens' Rights are innately secured	Where job opportunities Are available to anyone & economic entities & areas Develop together	Where one can Find Seoulness in Our Everyday lives	Where everyone Can be safe and Feel safe in life	Where there is little Concern over commute, & where there is an active community

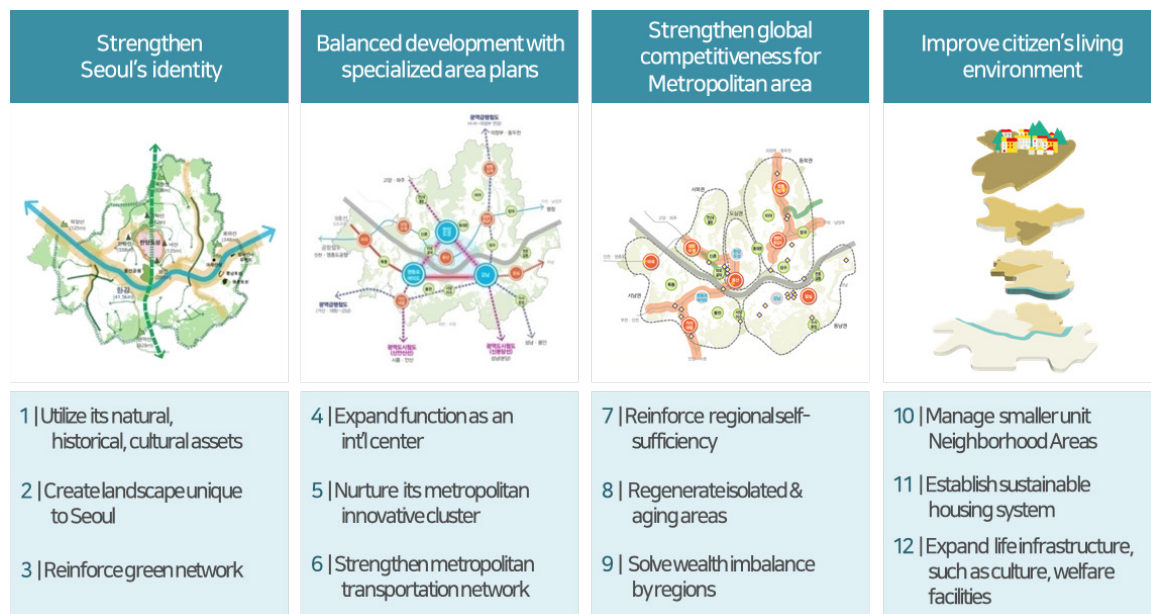
02_ Spatial Structure

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.



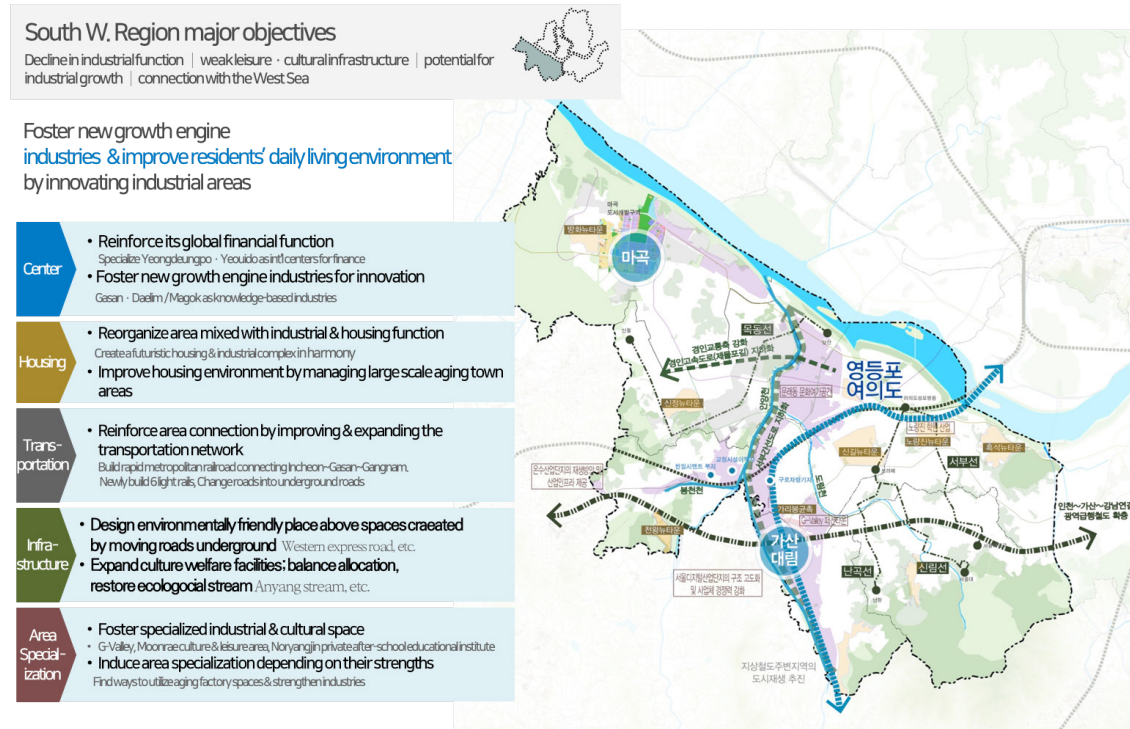
03_ Action Plan

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.



[Example] 5 Regions' Conceptual Plan | South W. Region

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.



※ Confirmed in May, 2014

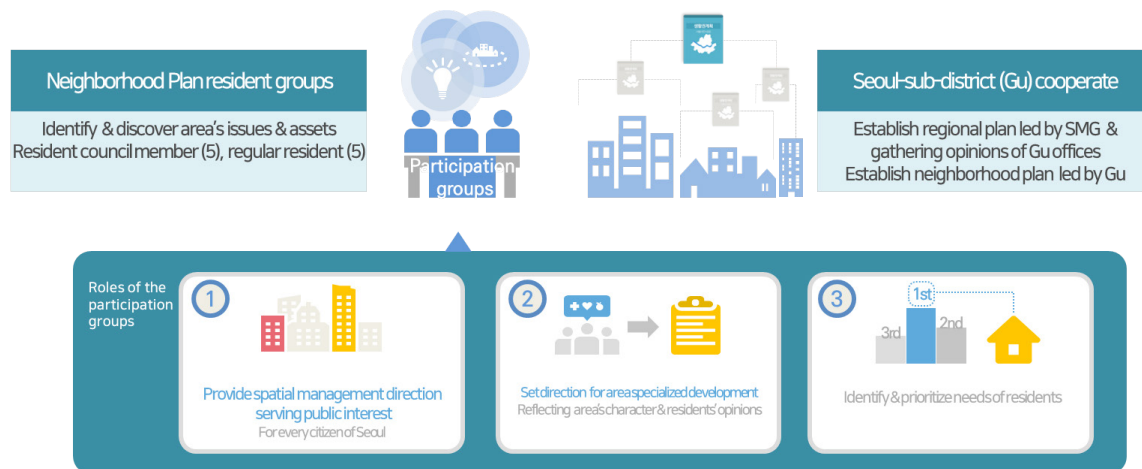
3. Neighborhood Plan



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.



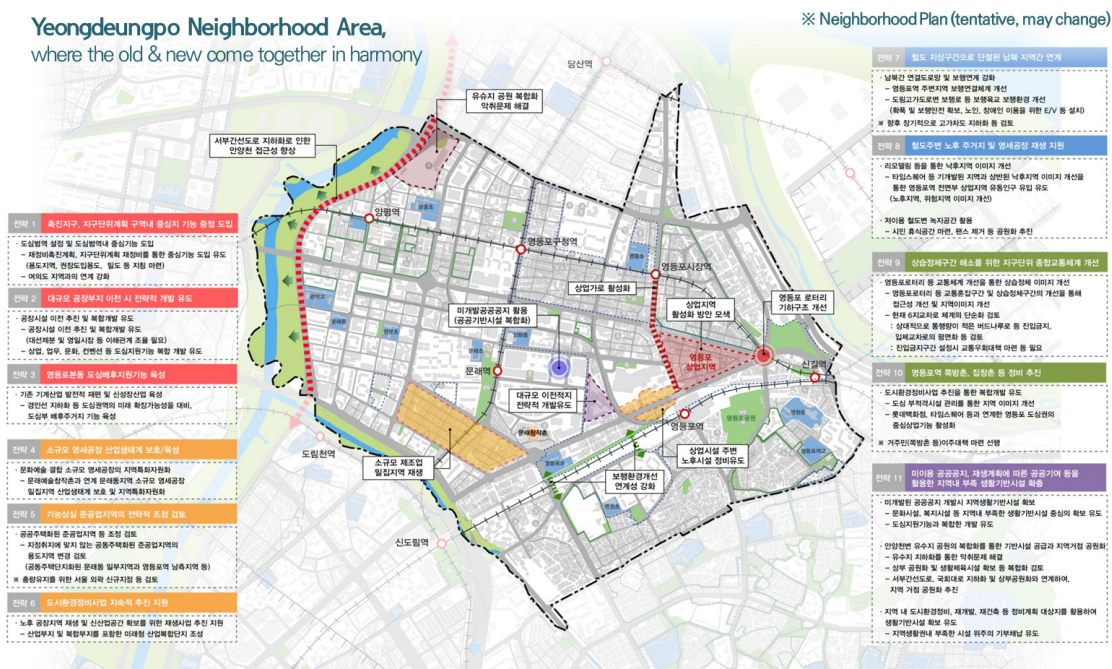
Range of the Plan

The Neighborhood Area Plan is categorized into “5 Regional Plans” & each Regional Plan is divided into “Neighborhood Area Plans.”



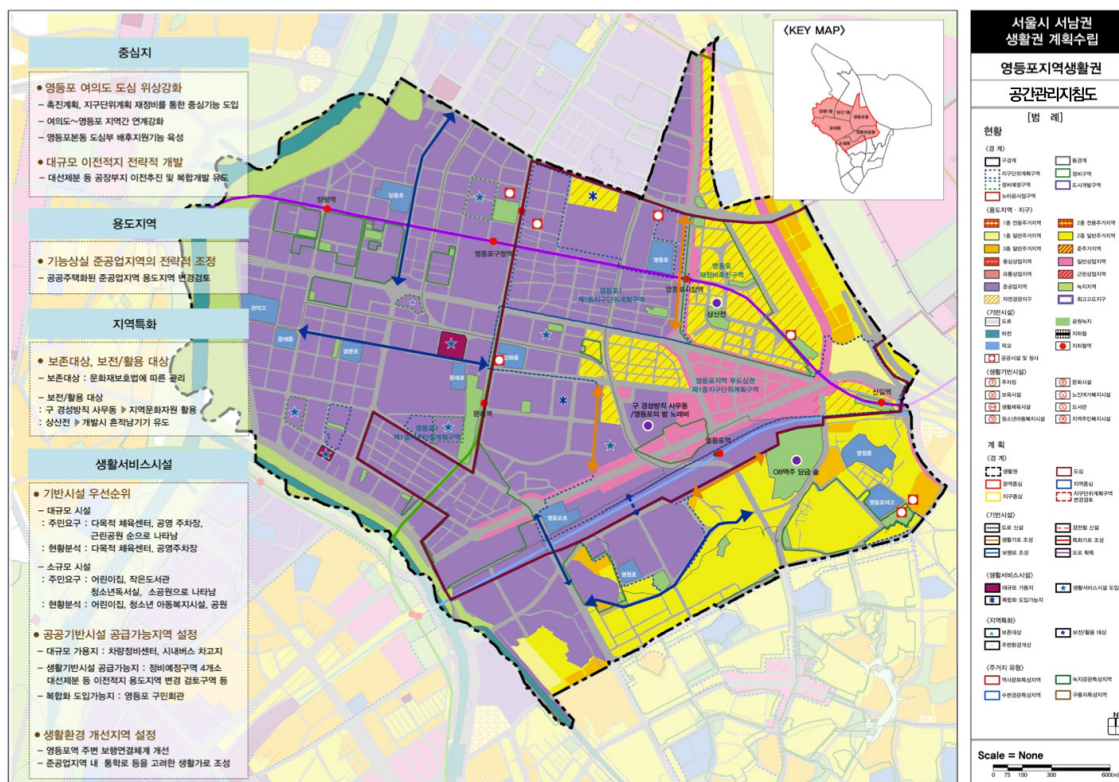
[Example] Issue-based Plan | Yeongdeungpo Neighborhood Area

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



2014 Historic City Center Master Plan

Rising interests of the
Historic City Center
By foreign visitors



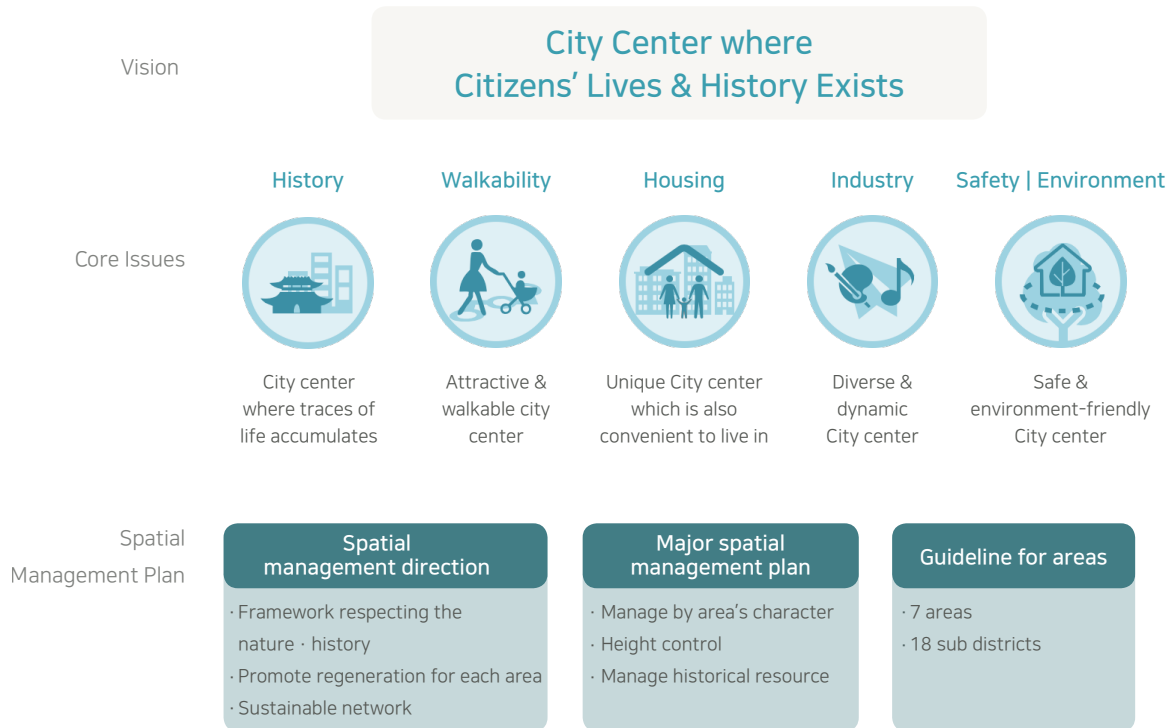
Process

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.



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.



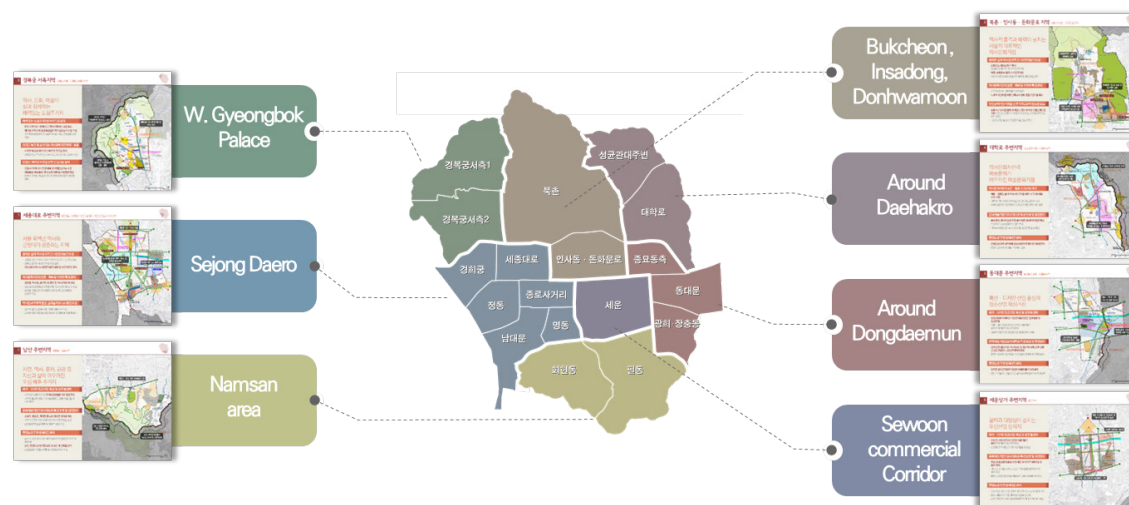
01_Plans by Issues

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

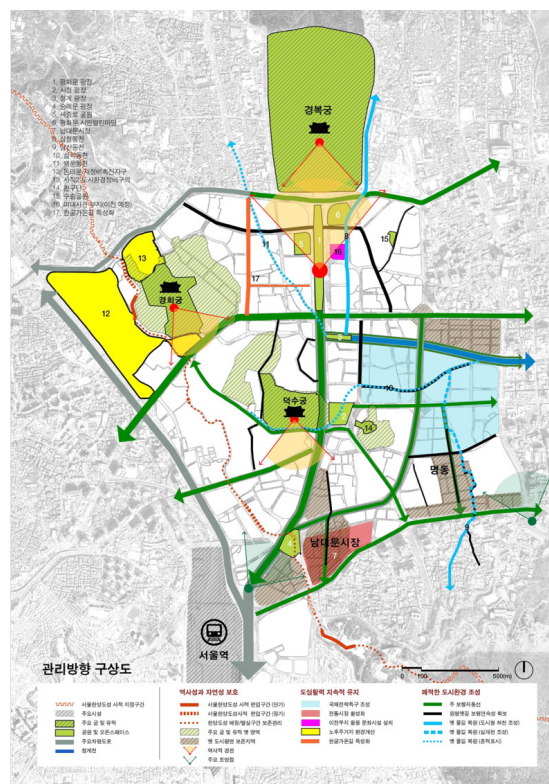


04_ Guidelines for Areas

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



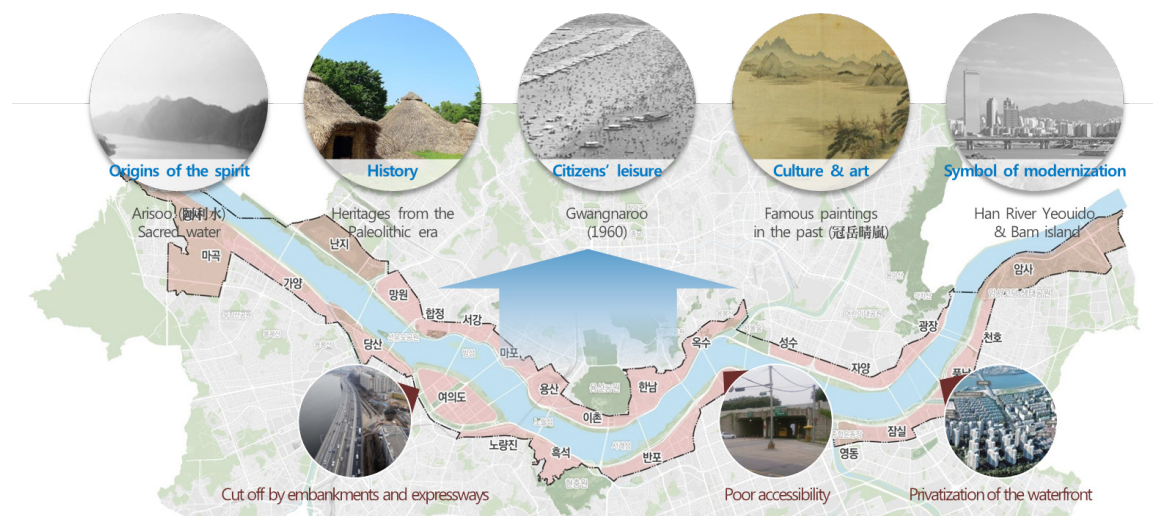
5. Han Riverfront Master Plan

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.



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.

Vision **Making Han River the center of citizens' lives even after 100 years**
Han River, Seoul's Natural & Cultural Heritage for the Future



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.

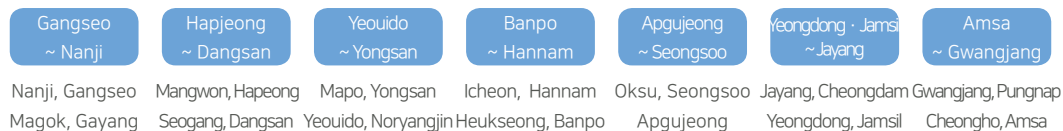
3rd, increase accessibility by green transportation, pedestrian access, and better green connection.

4th, expand opportunities to enjoy the scenery of the river, create a dynamic and diverse skyline, induce beautiful architecture.



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.



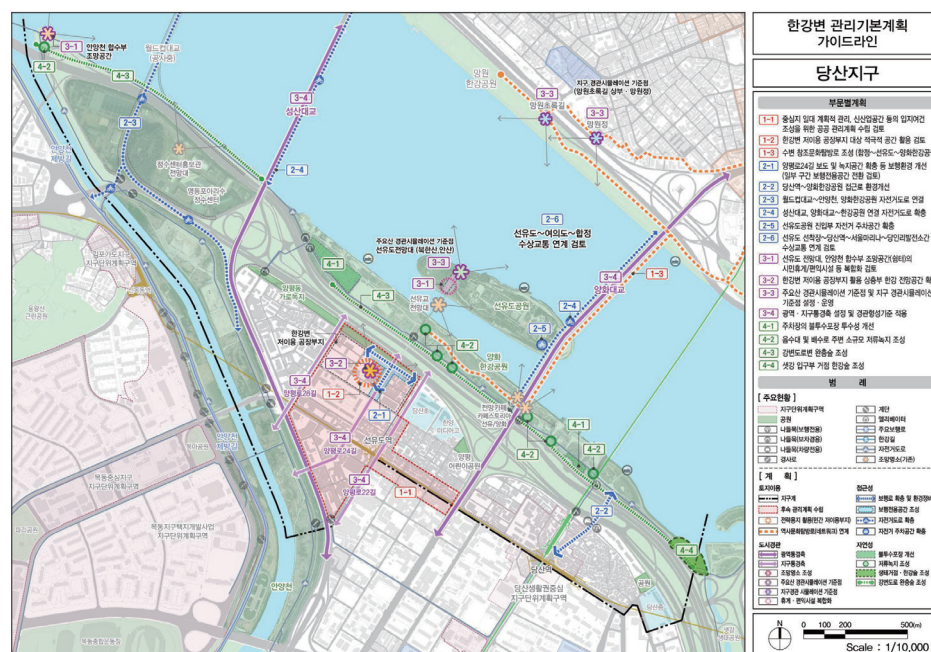
[Examples] Area guideline | Dangsan area

01 Plan



주요 계획 및 실행방안					
부문	연번	계획내용	실행주체	기간	비고
토지이용	[1-1]	중심지 열대 계획적 관리, 신산업단지 등의 입지여건 조성 을 위한 공공 공간계획수립 검토 (영양로 일대 및 한강 집안로변 등 대상)	공공	중기	주요 공공 시설 계획
	[1-2]	한강변 지공도정복부지 대상 계획적 공간 활용방안 수립	공공	중기	주요 환경개선 수립 검토
	[1-3]	수원 청호로유휴지 조성 (왕중-선유도-양화한강공원)	공공	단기	
	[2-1]	영양로24일 보도 및 녹지공간 확충 등 보행환경 개선 (일부 구간 보행환경개선 전담 검토)	공공	중기	
	[2-2]	당신역-양화한강변 접근로 환경개선	공공	단기	당신역환경개선 수립 검토 제방파지 인양
접근성	[2-3]	월도랜드-양정원, 양화한강공원 자전거도로 연결	공공	장기	
	[2-4]	선산도대, 양정도대 - 한강공원 연결 자전거도로 확충	공공	단기	
	[2-5]	선유도공원 진입로 자전거 주차공간 확대	공공	장기	
	[2-6]	선유도 선착장-당신역-세종대공원-당진방파제코스 내 수상 유람선 운영 검토	공공	중기	
	[3-1]	선유도 한강대, 양정원 한수부지 조망경관(선유도의 선리휴가/민간시설 등 계획) 검토	공공	단기	
도시경관	[3-2]	한강변 지공도정복부지 활용 실태조사 현장 한강공원 확충	민간	중기	추진 민간기업 수입 선리휴가 확충 예정
	[3-3]	주요산 경관시설개선 기준설 및 도시 경관시설제어선 기준설정 운영 주요산 경관시설개선 기준 : 양정도, 선유도, 선유도대 지구 경관시설개선 기준 : 양정도, 양정도대, 양정원	공공	단기	서울시 경관계획 제정
	[3-4]	공공·지구특용종류 시설 및 경관시설개선 적용 관리계획서 : 선유도대, 선유도대, 선유도대(선유도대) 지구특용종류 : 영등포22일, 영등포 24일, 영등포22일	공공	단기	서울시 경관계획 인양
	[4-1]	주차장 등 불투수모형 투수성 조성	공공		
자연성	[4-2]	물속대 및 배수로 주변 조경구 조성녹지 조성	공공		* 자연성부담에 관한 사항 자연환경보전(자연계생태 의하 보행)
	[4-3]	강변보편인 통풍로 조성	공공		
	[4-4]	생태 입구부 거점 한강소 조성	공공		
	[4-5]		공공		

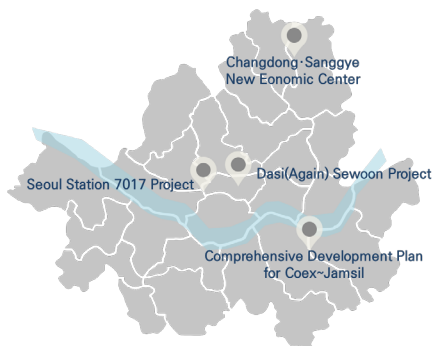
02 Comprehensive Plan



Now in Seoul

Major Projects

Comprehensive Development Plan for Coex~Jamsil
Changdong · Sanggye New Economic Center
Dasi(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

Dasi(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



Comprehensive Development Plan for Coex~Jamsil

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.



Jamsil Sports Complex
since 1984

Venue for '86 Asian games,
'88 Seoul Olympics Mecca for
sports, K-pop performances
& festivals



Han River·Tancheon

City center's waterfront
environment
Loved by Seoul's 10million
citizens



COEX since 1979

World's 5th destination for Int'l
conferences (G20), where
exhibition · conventions
in Seoul are most held



Bongeunsa Temple

Historic & cultural space
tucked in the bustling city center



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

02

Connect & Integrate Facilities & Space

03

Expand Transportation Infrastructure

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, SETEX
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. Tanchon & 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.m²
※ empty land due to relocation 380, thous.m²

Division in charge Northeast Region Development Bureau, Urban Regeneration HQ

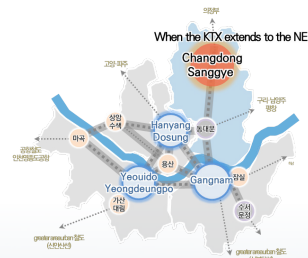
Progress '12. 10 ~ '13.12 : 『NE 4 gu development plan study』 conducted
'14. 1 : Seoul's first 'cooperative area development strategy' 『Happy4 Gu Plan』
'14. 7 ~ : T.F. organization created (Northeastern 4 gu Project Team)



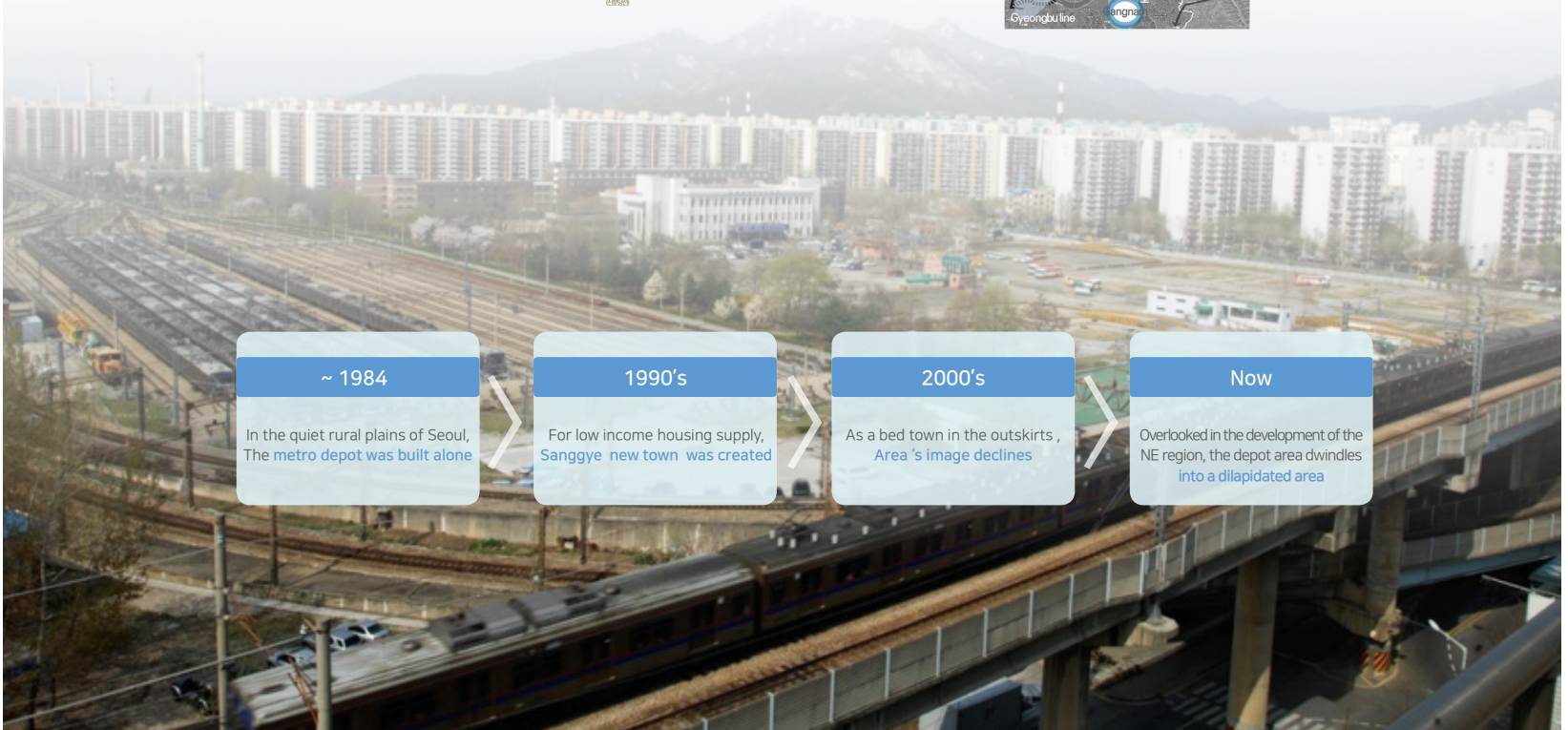
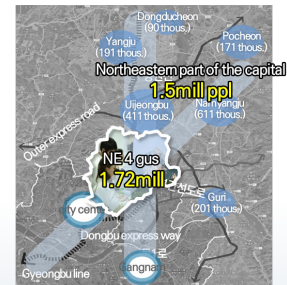
Changdong · Sanggye area is

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.

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



Northeastern part of the capital with 3.2million 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.

Sewoon Shopping Mall

- Elevated walking deck
- 100% separation of pedestrian & car paths
- Terrace style balcony
- Artificial land, atrium



▲ 1967. 7. 26. Opening ceremony with first lady Youngsoo Yuk & Hyeongok Kim Mayor of Seoul



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.



Seoul Station, as a international gateway into Seoul.



The eastern and the western part of Seoul Station, which has long been disconnected.



The historical elevated road created in 1970.



Rated D in the safety assessment of the Precision Safety Diagnosis in 2006.



Vision

Bringing People in & Reviving the Local Economy
A place where people gather and where such vigor is
echoed throughout its surrounding areas

Directions

01

Create an overpass
Promenade

02

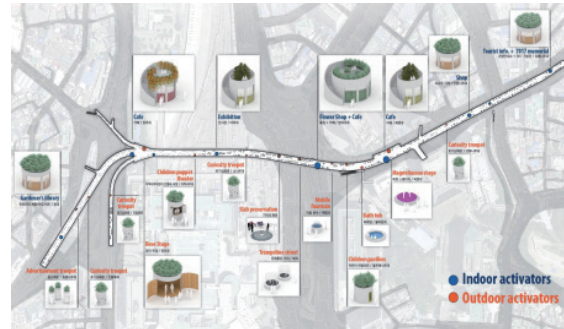
Expand the pedestrian path
towards Seoul Station

03

Reinvigorate the local economy
through connectedness

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) Cheonggyecheon, Seoul station plaza
(phrase 2) Seoul City Wall
(phrase 3) DDP, Namsan Mountain



| Further Information |

Seoul Urban Planning Portal

Easy Terms of Urban Planning

Geographical Atlas of Seoul

Chronological Map of Seoul

Antique Map of Seoul

Seoul Solution

Seoul Infographics

Seoul Statistics

Neighborhood Plan

Seoul Station 7017 Project

Mountains and Parks in Seoul

Seoul 2014/2015 Urban Form and Landscape(e-book)

<http://urban.seoul.go.kr/>

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