

# URBAN PLANNING OF SEOUL





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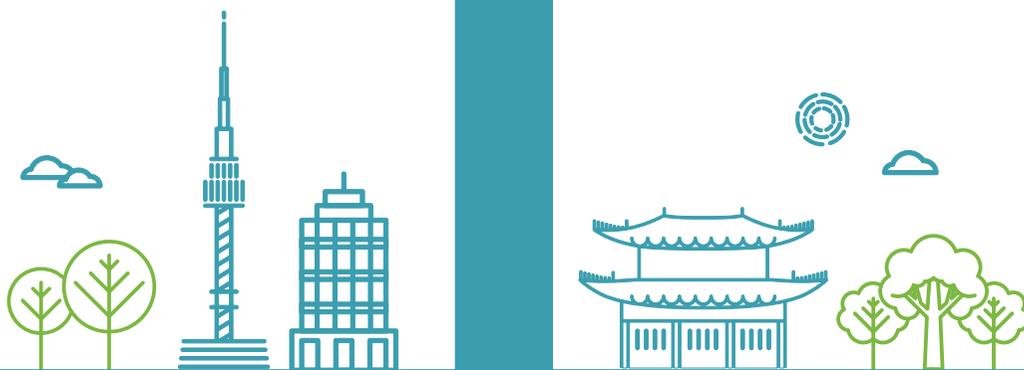




# Introducing Seoul

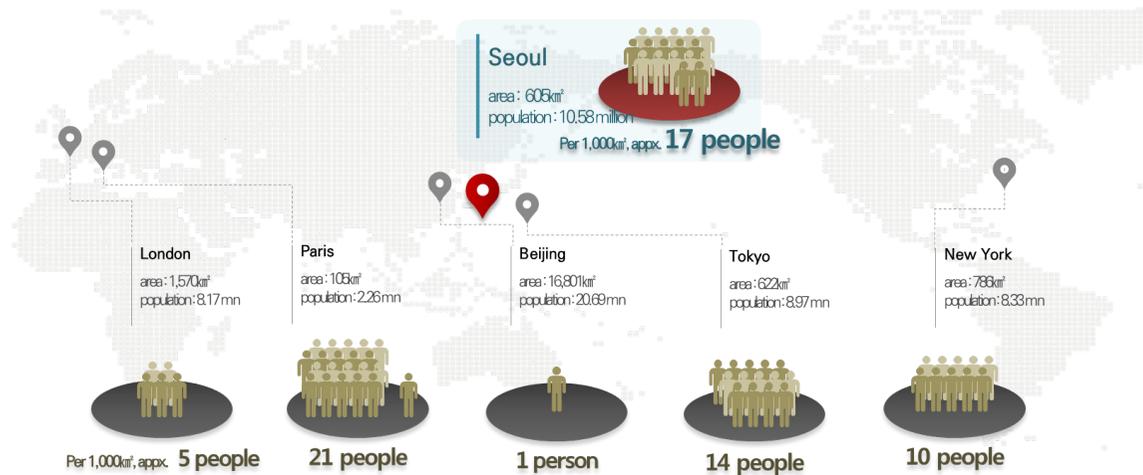
Overview

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 605km<sup>2</sup>, and one of the densest cities in the world.  
Hub city of Northeast Asia close to Tokyo, Beijing, Hong Kong, and Singapore.



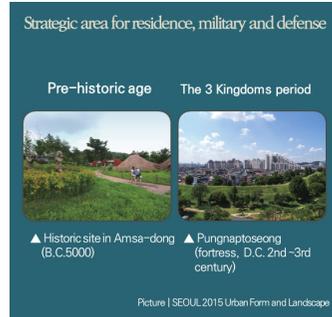
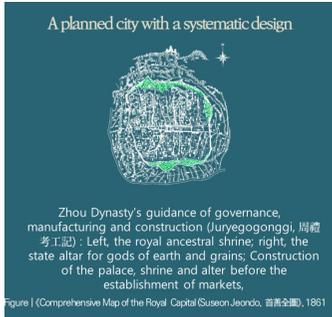
Has shown economic development at an unprecedented rate around the world.

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 : 39.9km<sup>2</sup> (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, 10<sup>th</sup> Asian game



1988, 24<sup>th</sup> Seoul Olympic



2002, 17<sup>th</sup> World Cup



2010, 5<sup>th</sup> 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 2014\_1

## 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)



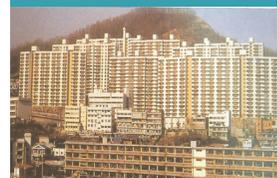
### 1980

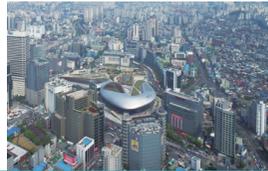
In preparation for int'l events, the city focused on its City beautiful movement, improving the Han Riverfront, redeveloping hillsides & dilapidated areas

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



Redevelopment project of the obsolete housing (1976)

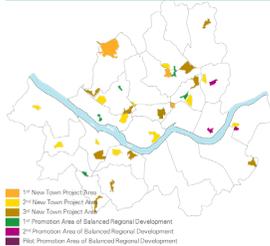




## 1990

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 : 10,461.9m<sup>2</sup>

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

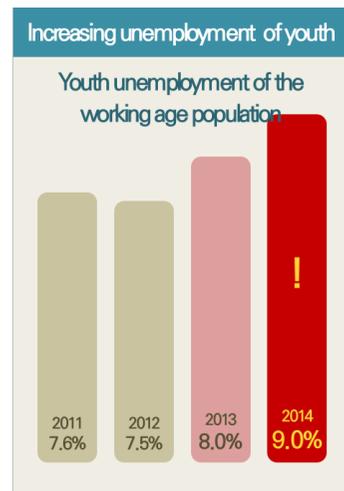
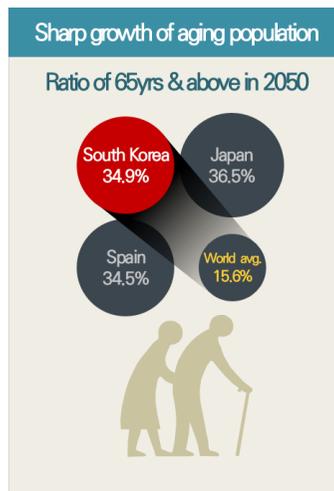


Numerous developments Founded

[ 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.

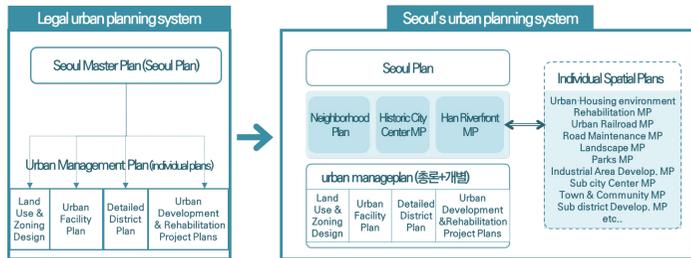
### 01\_ Principles & Standards

Prepare sustainable principles & standards based on citizen consensus.



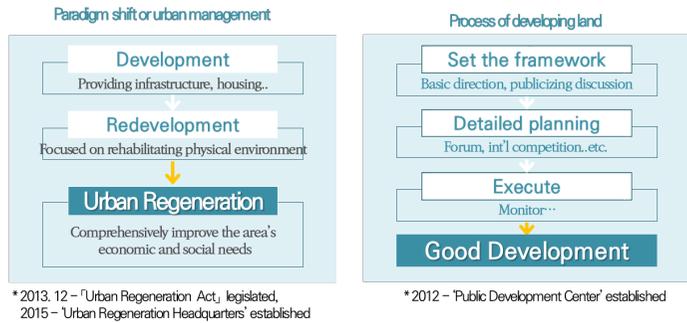
### 02\_ Sophisticated Planning

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



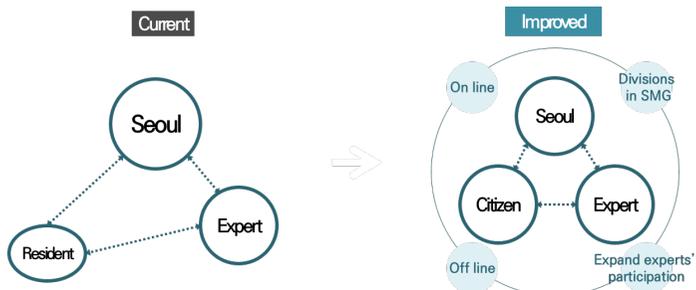
### 03\_ Urban Regeneration & Land Resources Management

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

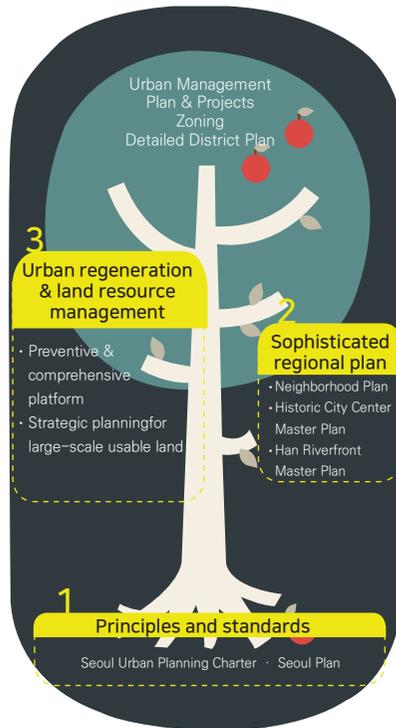
After setting the goals and values, Seoul lays the foundational urban planning framework for sophisticated planning and makes the content with open discussion with citizens.

### Goal and Value

1. Recovery of Seoul's identity
2. Improvement of citizens' quality of life
3. Balanced regional development
4. Construction of sustainable city
5. Enhancement of city's competitiveness

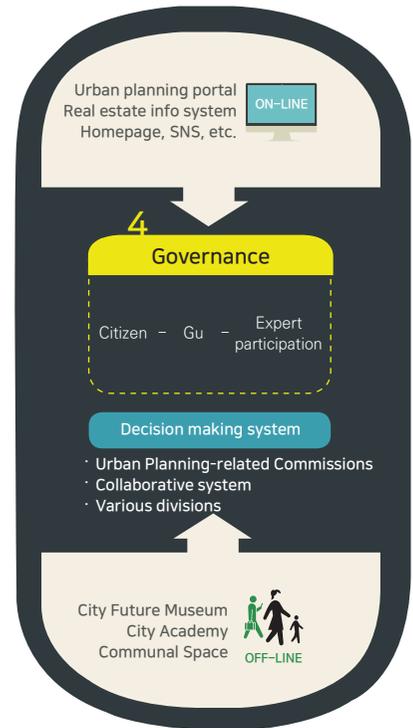
### Urban Planning System

Seoul lays  
the foundation  
Sophisticated framework



### Governance and Support System

Seoul makes the content  
with citizens  
Open discussion



# 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

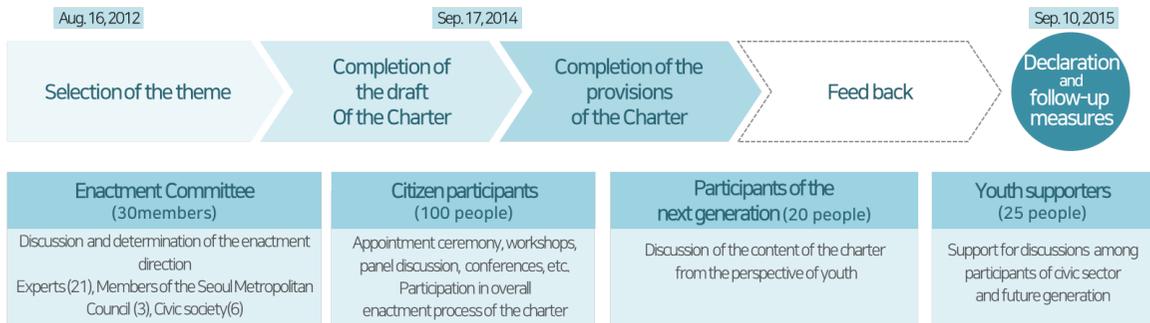
Seoul prepared its Urban Planning Charter for the next 100 years as a foundation for its urban planning administration, providing long-term and consistent direction.



## 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 (30members)	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.

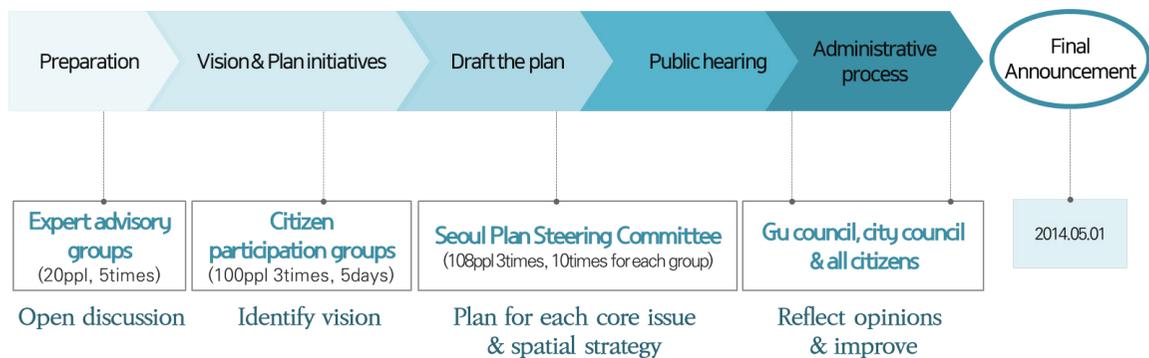
## 2. 2030 Seoul Plan



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

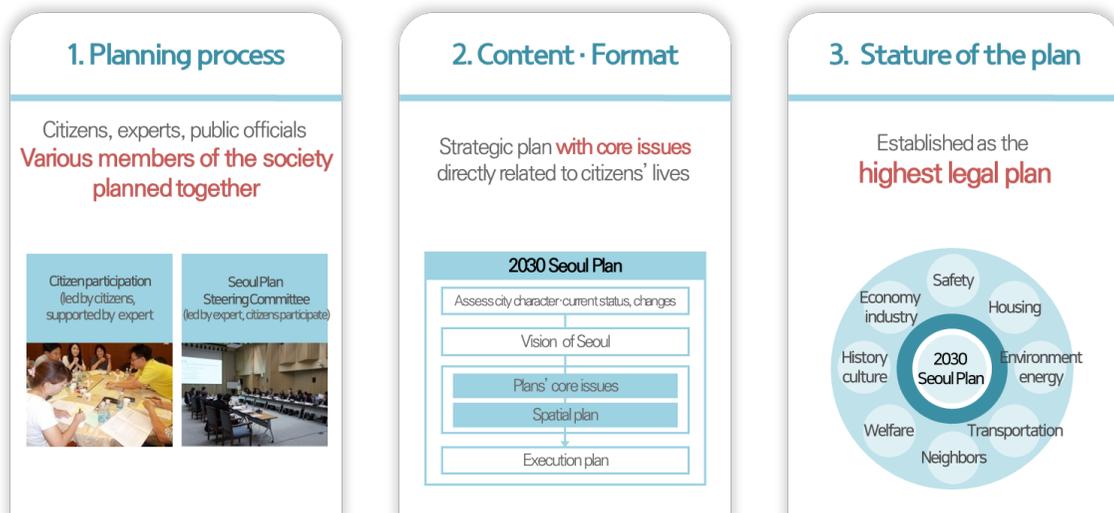
The "Seoul Plan" was carried out in 5 stages in which 220 experts & citizens had participated, and multiple times public hearings and neighborhood forums had taken place for citizen consensus.



### Characteristics

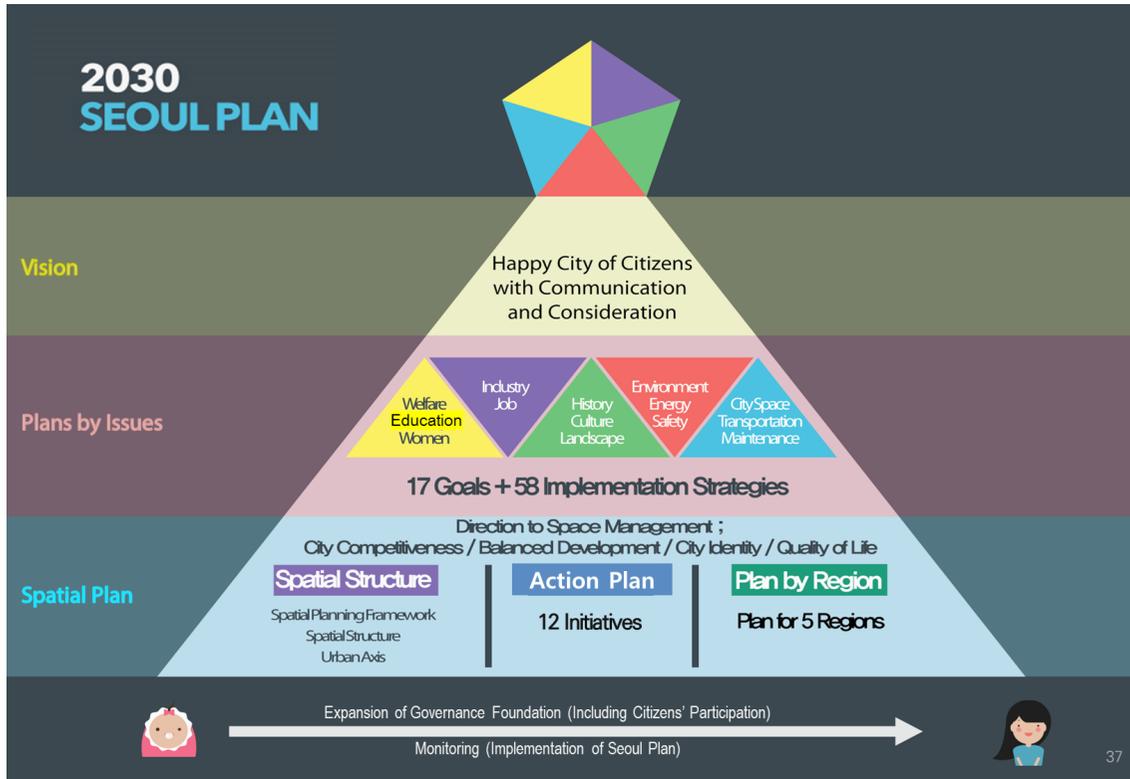
Unlike Seoul's previous master plans, citizens, experts, and government officials included, multiple stakeholders participated to complete the plan. It is an issue-focused strategic plan directly linked to the lives of citizens. By reinforcing its status as the highest legal plan, the city strengthened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



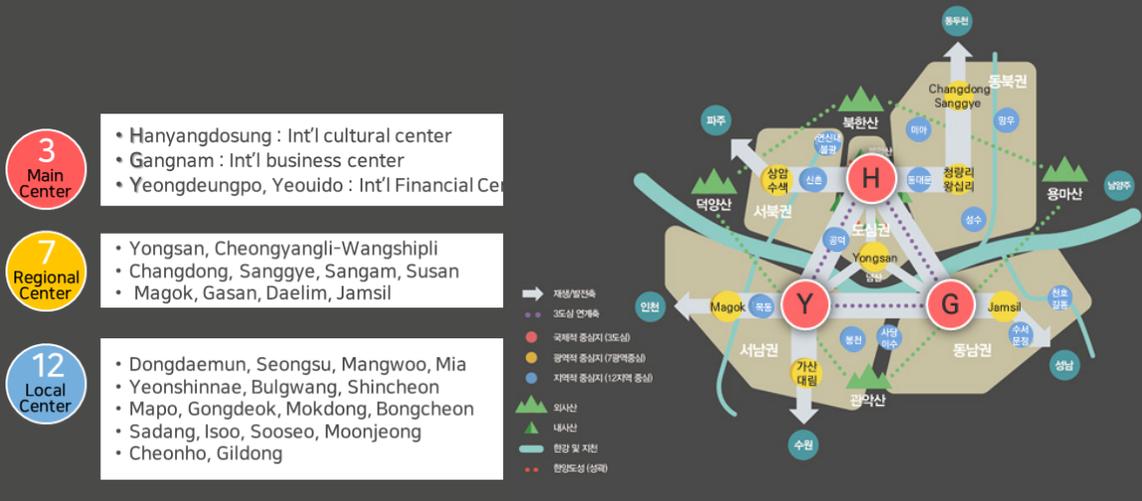
## 01\_ Plans by Issues

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.

Strengthen Seoul's identity	Balanced development with specialized area plans	Strengthen global competitiveness for Metropolitan area	Improve citizen's living environment
<p>1   Utilize its natural, historical, cultural assets</p> <p>2   Create landscape unique to Seoul</p> <p>3   Reinforce green network</p>	<p>4   Expand function as an intl center</p> <p>5   Nurture its metropolitan innovative cluster</p> <p>6   Strengthen metropolitan transportation network</p>	<p>7   Reinforce regional self-sufficiency</p> <p>8   Regenerate isolated &amp; aging areas</p> <p>9   Solve wealth imbalance by regions</p>	<p>10   Manage smaller unit Neighborhood Areas</p> <p>11   Establish sustainable housing system</p> <p>12   Expand life infrastructure, such as culture, welfare facilities</p>

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

Seoul's spatial plan is largely divided into 5 regions.

**South W. Region major objectives**

Decline in industrial function | weak leisure · cultural infrastructure | potential for industrial growth | connection with the West Sea

**Foster new growth engine industries & improve residents' daily living environment by innovating industrial areas**

- Center**
  - Reinforce its global financial function  
Specialize Yeongdeungpo - Yeouido as intl centers for finance
  - Foster new growth engine industries for innovation  
Gasan · Daelim / Magok as knowledge-based industries
- Housing**
  - Reorganize area mixed with industrial & housing function  
Create futuristic housing & industrial complex in harmony
  - Improve housing environment by managing large scale aging town areas
- Transportation**
  - Reinforce area connection by improving & expanding the transportation network  
Build rapid metropolitan rail road connecting Incheon-Gasan-Gangnam.  
Newly build light rails, Change roads into underground roads
- Infrastructure**
  - Design environmentally friendly place above spaces created by moving roads underground (Western express road, etc.)
  - Expand culture welfare facilities; balance allocation, restore ecological stream (Anyang stream, etc.)
- Area Specialization**
  - Foster specialized industrial & cultural space  
G-Valley, Moonree culture & leisure area, Nonyeong private after-school educational institute
  - Induce area specialization depending on their strengths  
Find ways to utilize aging factory spaces & strengthen industries

## 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.



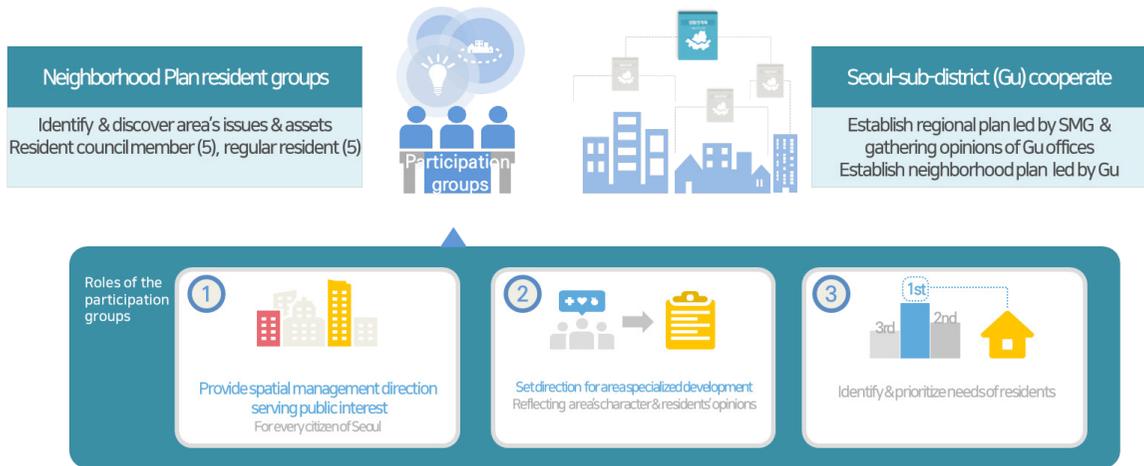
※ Confirmed in May, 2014

### 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.”





# 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



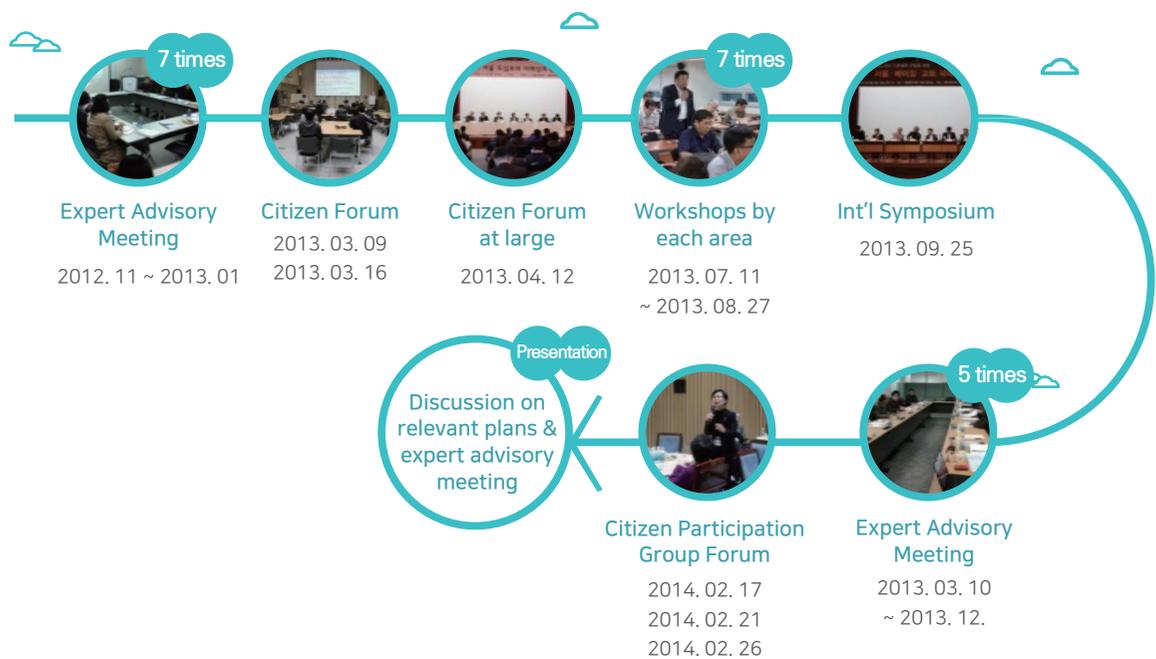
### Rising interests of the Historic City Center By foreign visitors



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.



## 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.



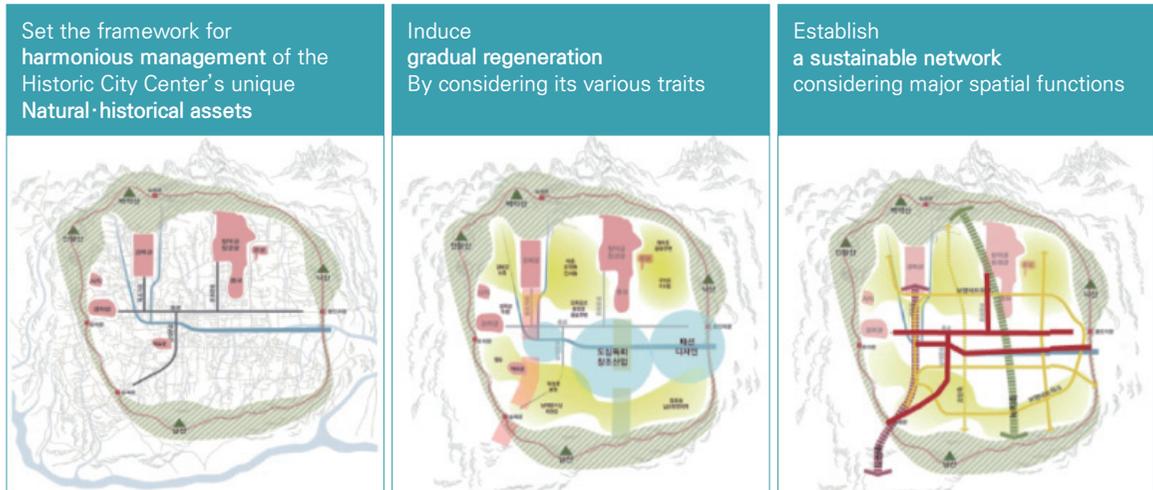
## 01\_ Plans by Issues

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



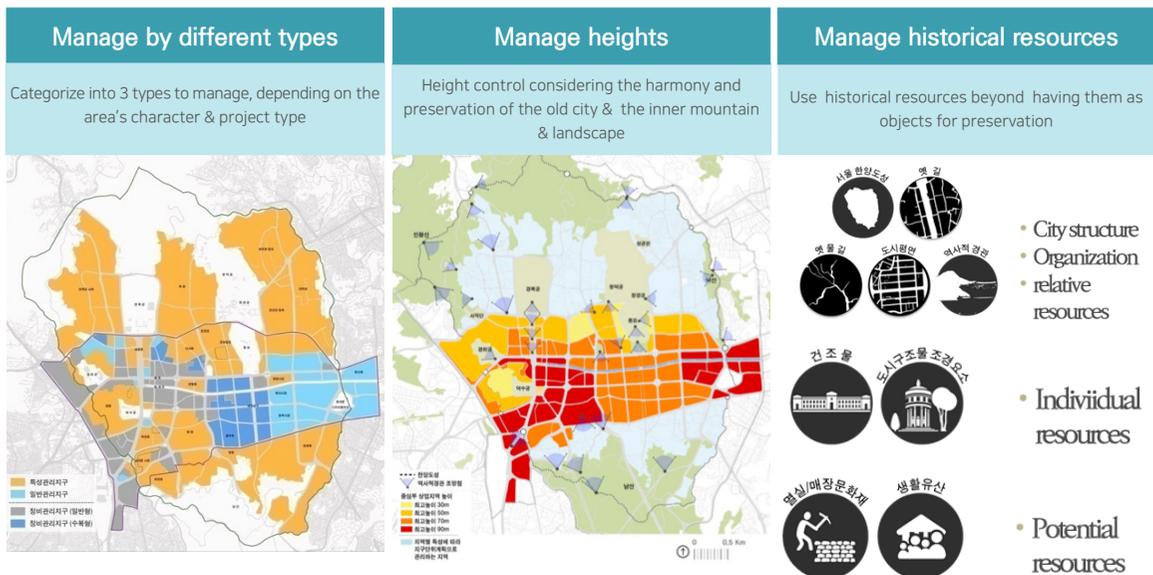
## 02\_ Spatial Management Direction

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.



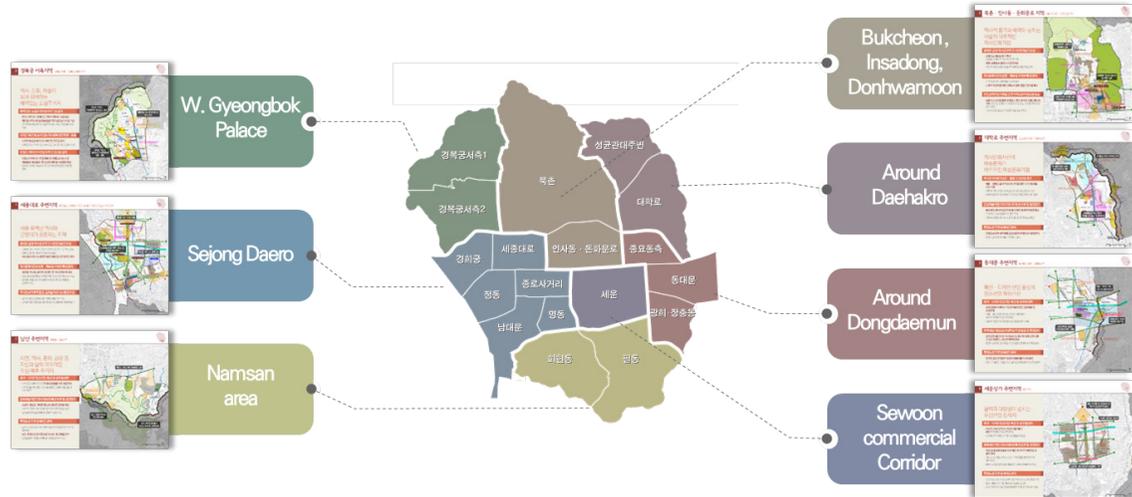
## 03\_ Spatial Management Plan

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.

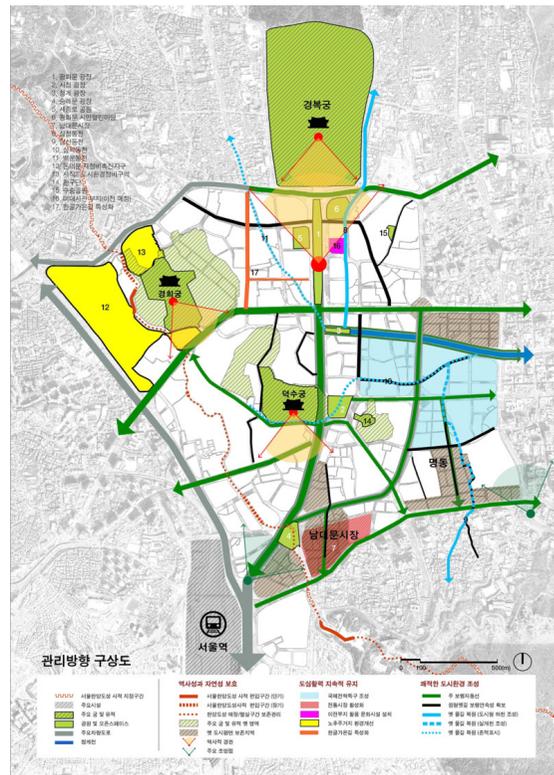


## 04\_ Guidelines for Areas

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



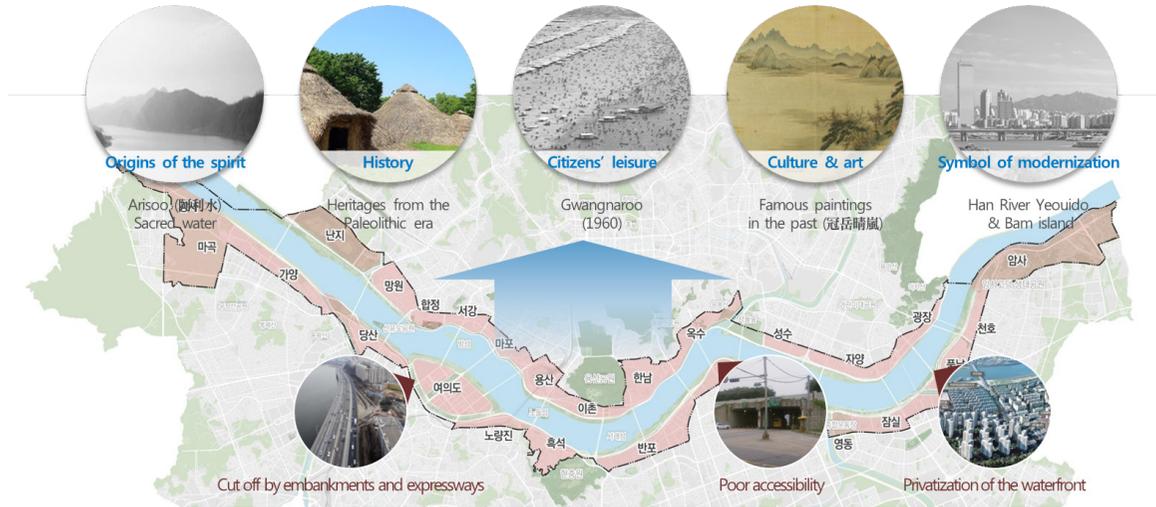
# 5. Han Riverfront Master Plan

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.





# 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

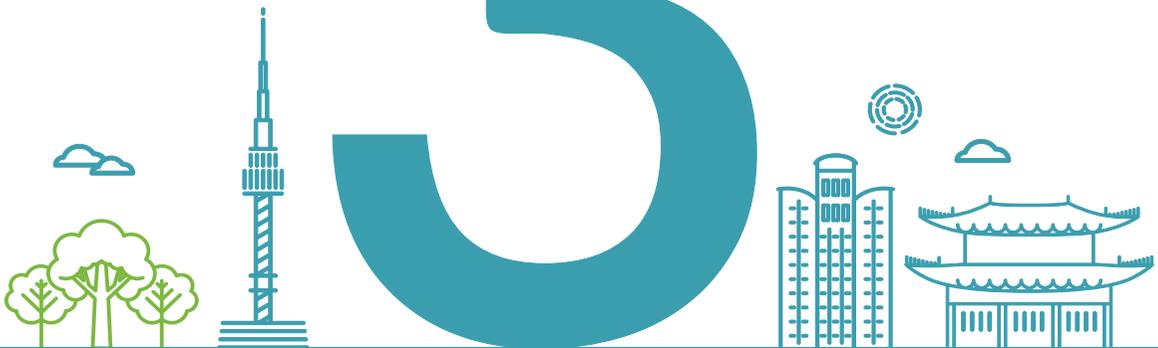
Changsin · Sungin, Seoul City Wall Village ...

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.m<sup>2</sup>

**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

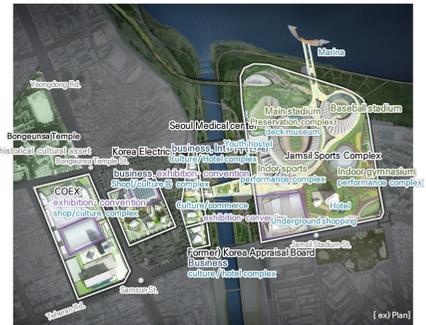
**02**  
Connect & Integrate Facilities & Space

**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, 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. 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.m<sup>2</sup>  
※ empty land due to relocation 380, thous.m<sup>2</sup>

**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)



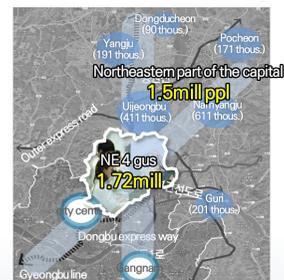
## Changdong · Sanggye area is

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

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 8~17 stories 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 promnade 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

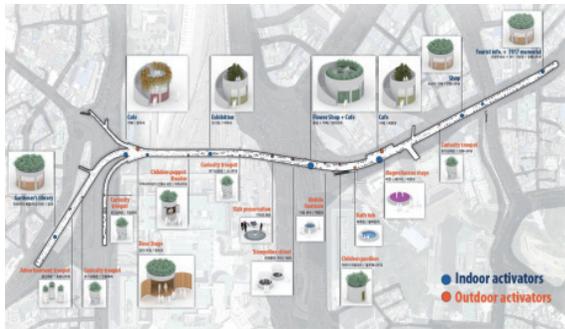
01 Create an overpass Promenade

02 Expand the pedestrian path towards Seoul Station

03 Reinvigorate the local economy through connectedness

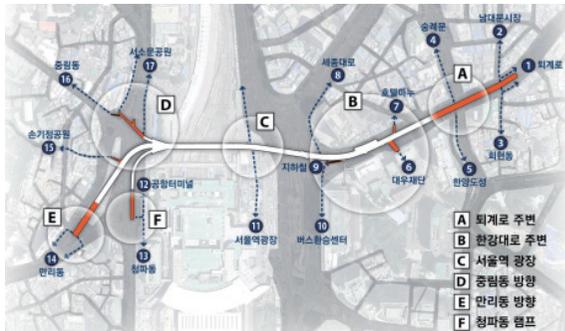
01 Create an overpass Promenade

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/>

<http://urban.seoul.go.kr/4DUPIS/wordsearch/main.do>

<http://data.si.re.kr/map-seoul-2013>

<http://gis.seoul.go.kr/Information/Seoul.jsp>

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<http://planning.seoul.go.kr/front/main.act>

<http://www.ss7017.org/index.do>

<http://parks.seoul.go.kr/park/>

<http://ebook.seoul.go.kr/Viewer/BGSUNXQGX413>



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# URBAN PLANNING OF SEOUL

서울의 도시계획