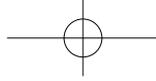


**Seoul Urban Regeneration Project**  
 A City is Reborn with New Stories of Life







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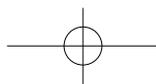
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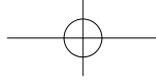
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# A Dream Re-established : Young creators, master craftsmen, and citizens walking together



## Project Strategy



**Walkway Restoration** • Create a “Rebuilding Sewoon” plaza between Jongmyo and Sewoon Shopping Center • Construct “Rebuilding Sewoon” skywalk and Sewoon pedestrian deck, recycling Cheonggyecheon Skywalk • Build a bidirectional walkway connecting Cheonggyecheon and Euljiro underground passages • Complete a “Walkway Axis” from Jongmyo to Namsan, vertically connecting Seoul

**Industrial Restoration** • Develop Sewoon Shopping Center as a hub for creative manufacture Industry for the city centers by attracting Co-op Support Centers and strategic organizations. • Develop a platform for the 4th industrial revolution which enables cooperation of the master craftsmen and younger creators • Attract strategic organizations for industrial restoration

**Community Restoration** • Establish and operate an independent resident community, “Rebuilding Sewoon Residents Association” • Establish a repair craftsmen’s union (Named as “Surisuri Union”) to bring the master technicians back in the arcade • Initiate resident-led projects and measures to address gentrification, as well as the operation of a college established for the community merchants

## Expected Outcomes



- Revitalization of Sewoon Shopping Center by creating walkway networks as well as attracting economy support agencies
- Creation of a developing, co-existing model community by restoring the existing community
- Rebirth of Sewoon Shopping Center as Seoul’s historic, cultural and traveling landmark



## Sewoon Shopping Center

What do the citizens of Seoul remember of Sewoon Shopping Center? Bustling with people, Sewoon Shopping Center used to be filled with vast amount of items to the point where there is even a popular saying that “If it’s not in Sewoon, it doesn’t exist” until early 1990s. Putting all those glorious old days behind, Seoul Urban Regeneration Project is breathing a new life into Sewoon Shopping Center, aiming to reclaim its former glory. As new industries flourish and new walkways built, Sewoon Shopping Center is becoming an important landmark of Seoul where the citizens as well as the merchants and craftsmen of arcade can live with happiness.



The beginning of Sewoon Shopping Center dates back to the year of 1966. In 1966, as a part of an urban reconstruction project, the City decided to demolish a large slum formed after the Japanese Colonial Era and the Korean War. Architect Kim Soo-geun was given the task to create a layout for this project, and Sewoon Shopping Center, a complex of mixed-use buildings consist of eight different arcades was born. Being the earliest large-scale urban reconstruction project in the world, Sewoon Shopping Center stretches across the area for one kilometer. The name Sewoon means, “A place where all good energies gather”. However, the “Good Energy” didn’t last past the early 1990s, as the Sewoon Shopping Center and the surrounding areas experienced a rapid decline after the development of Gangnam area and after most of the electronics business shifted to the Yongsan Electronics Shopping Center. Though the arcade thrived for over 50 years, the sales in the arcade declined rapidly, and as a result, more than 20% of merchants left. While there were debates ongoing whether to demolish or reconstruct Sewoon, urban regeneration has found some new ways to revitalize Sewoon Shopping Center. The regeneration project that began in 2008, has as its goals walkway regeneration, Industrial regeneration and community regeneration.

Walkway regeneration involves the construction of Sewoon Plaza, which connects Sewoon and Jongmyo as well as installing a safe and convenient skywalk above the arcade, by recycling the walkways that were removed during the Cheonggyecheon restoration project. The Walkway regeneration will establish the foundational work for the center of a Walkway network that begins from Jongmyo through Sewoon and Daelim Shopping Center, Namsan being the other end. “Seoul’s rooftop,” which will be constructed on top of the buildings in Sewoon Shopping Center, would be another popular landmark for taking a view of the entire city center.

Along with the Walkway regeneration, industrial regeneration of Sewoon Shopping Center aims to transform Sewoon into a platform as well as a hub for the 4th industrial revolution. For the purpose, Sewoon Shopping Center brought strategic organizations such as Fab Lab Seoul for the start-up and the growth of young creators and craftsmen, the city campus of the University of Seoul (established in the Sewoon Basement by recycling basement used for the storage and operation of heating systems), Sewoon SE Cloud, Seoul Socioeconomic Support Center, and so forth. Moreover, Sewoon Makers’ Cube, a creative space designed for startup companies established by young entrepreneurs, is created on the pedestrian deck between Sewoon and Daelim Shopping Center.

Also, focusing on the merchants of Sewoon Shopping Center, community regeneration projects to strengthen residents’ abilities and establish a basis for regeneration is significant in the successful completion of Sewoon Shopping Center Regeneration Project. The Community regeneration involves introducing measures to prevent gentrifications such as agreements to freeze rent, promoting resident-led projects. The merchants and residents will play a pivotal role in restoring decrepit facilities, and a college for local merchants will provide courses to strengthen their abilities. Another notable approach for community restoration are the creation of “Repair Unions(Surisuri Unions)” promoting solidarity of master craftsmen of Sewoon Shopping Center, as well as connecting the union to startup companies established by young entrepreneurs to facilitate co-operation.

In 2023, the rebirth of Sewoon District #4 into a complex (Contest Winner: “Seoul Sewoon Ground”) with historic assets and urban industry will be the culmination of the Sewoon Shopping Center Regeneration Project. As the regeneration of Sewoon Shopping Center creates a new industrial hub and transforms Sewoon Shopping Center into a landmark where urban culture and history is beautifully intertwined, it will be the example of realizing the true meaning of urban regeneration, facilitating local industries.

### interview

Jaeyoung Yoo (Master Craftsman at KNOT LAB located in “Ga” Building of Sewoon Shopping Center)



### The 4th Industrial Revolution created with a Master Craftsman

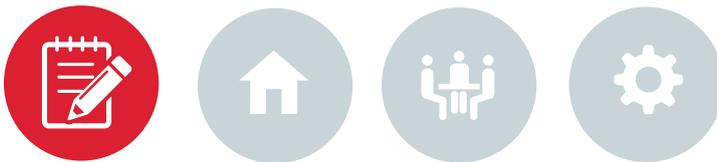
I began my workshop in Sewoon Shopping Center in 1996 to develop a surveillance video recording robot for underground water line constructions. Since then, Sewoon experienced a great deal of changes. In other words, I am a witness of the change in Sewoon, when Sewoon left its flourishing days behind and began to decline. But I feel like I have another opportunity now thanks to the Sewoon Shopping Center Regeneration Project as we engage in cooperation with others, such as meeting with young entrepreneurs to discuss and exchange technology. Though as a matter of fact we are experiencing some difficulties, I believe that this project will establish a successful, newly created model of regeneration if the changes being made are actually well rooted in the community. Sometimes, when I see a young person being hasty to achieve something, I would give them an advice as an elder, as well as a craftsman with 50 years of career. I hope that there would be one day when craftsmen like me would gather in Sewoon like the good old days, learning and teaching each other, and breathe into new life in Sewoon again.



# A creation of New City Ecosystem based on sharing and innovation



## Project Strategy



### Industry: Creation of new industrial ecosystem by integrating existing market and manufacturing (new industries)

- Expansion of distribution ecosystem through utilizing new industries
- Establishing a hub for an industrial ecosystem to support all steps of industry as well as to actualize the goals, such as makerspaces, base facilities for entrepreneurship, digital labs, and multi campus laboratories

### Urban Space: An urban "laboratory" with ease of citizens' access and communication

- Establishing a network to improve access to the market and pedestrian walkways
- Creating combined cultural platform where people can see, experience, and try things out: Improvement of pedestrian walkways, creation of life-centered mixed-purpose spaces, expanding amenities

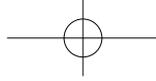
### Governance: creating governance led by both private and public sectors for the local community

- Accomplishing governance of merchants—landlords, private-public, and central-local government: Local agreements to freeze rent rates, MOU with strategic organizations, a Dragon Festival, public-private partnership projects

## Expected Outcomes

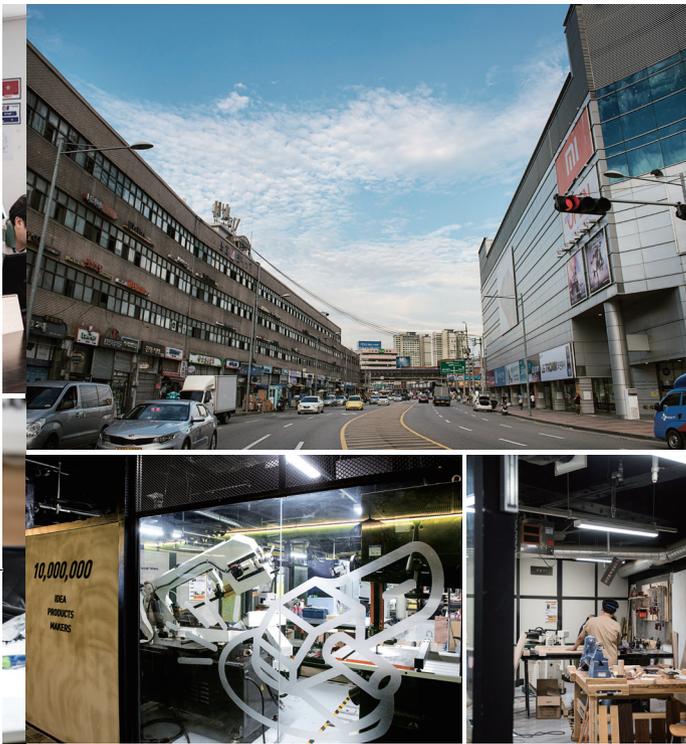


- Creating an environment where workplaces, living spaces, and leisure spaces are available for 24hours
- Reconstruction of Yongsan into an IT-based, multifunctional complex focused on daily living
- Facilitate continued efforts on urban regeneration project as well as attract investments from private sectors by renewing and improving the reputation of the community
- Create more jobs and vitalize local economy



## Yongsan Electronics Shopping Center

Being the biggest electronics market in Korea with 4,000 stores, it would not be an overstatement to say that Yongsan Electronics Shopping Center was the leader of IT industry of Korea in the industry's earlier days. However, now the vacancy rate of the market exceeds 12%, and customers have sharply declined. They say, however, "When you think it is too late, it is still early," and Yongsan Electronics Shopping Center and Seoul City are dreaming of the rise of Yongsan Electronics Shopping Center again by creating a new industrial ecosystem as the 4th industrial revolution begins.



When the market reached its zenith in the 1990s, Yongsan Electronics Shopping Center was the biggest marketplace with thousands of shops specializing in electronics and computers based on local manufacturers. However, as supply channels evolve and diversified, the reason to visit this old-fashioned Yongsan Electronics Shopping Center without any interesting landmarks to see or things to do disappeared. Everyone agreed that developing a new industry within Yongsan to attract customers is necessary. Preparing for such changes, however, would take two to three years, which seemed pointless when the deteriorated Electronics Market could be demolished at any moment. Listening to the concerns of the merchant union as well as the experts' opinion, Seoul Metropolitan Government began an urban regeneration project, utilizing Yongsan's competitive edge in the electronics industry, advantages in its location, and the organizational power of the merchant union as much as possible to create multi-functional, cultural spaces.

A future IT industry hub, the Digital Lab is in the progress of being constructed, and is projected to be completed in 2018. The Digital Lab is a one-stop base facility where the entire process of production to distribution is made possible, including design, sample product production, recruiting angel investors, production, marketing, and distribution. The Digital Lab, being a shared space, also vitalizes other surrounding facilities, while promoting active communication and exchange among people.

The Digital Lab will have internal facilities, including Yongsan-based Makerspace, multicampus laboratories, the Urban Regeneration Café, a hanging garden, and outside conference rooms to enable creators throughout Seoul to utilize this place for their creative endeavor, as well as to work on diverse tasks, hold meetings, and relax. Moreover, the city is searching for ways to maximize the synergy effect of the Digital Lab by linking the Digital Lab with existing facilities such as the Digital Blacksmith Shop, fast ICT Center, Infinite Creative Space, and Seoul Global Startup center, and is planning on providing a helpful opportunity for the users and visitors of the Digital Lab through social networking as well.

One of the greatest accomplishments of this Urban Regeneration Project is the establishment of a platform of problems to discuss about and solve arising problems and conflicts by making governance possible. Through the Project, the merchant union was reconstructed, and this resulted in a more enthusiastic participation of the merchants for the common goal of revitalizing Yongsan. Such changes directly affected the 4th annual Dragon Festival in this year. Up to this point, the landlords planned the Dragon Festival; however, the merchant union will be in charge of the Festival to develop the Festival into a festival vitalizing local economy, providing diverse things that everyone can enjoy.

As it can be seen from the efforts of the Urban Regeneration Project, Yongsan Electronics Shopping Center is establishing a platform where everyone including businesses vitalizing the industrial ecosystem, small business owners, landlords, young entrepreneurs, and even customers can fully enjoy the fruits of the Project, as well as gradually creating a virtuous cycle in the new industrial ecosystem. Such facilitation of industry will naturally flourish and flow into a culture that everyone can enjoy. Surely, the advent of the renewed Yongsan Electronics Shopping Center to represent Korea is at hand with the efforts of business owners to overcome limitations, landlords and private corporations elevating the common good above their profits, as well as the supporting power of the Korean government and the public sector.

### interview

Jang Byeong-gun  
(Owner of Jinsung Electronics and Lightings in  
Yongsan Electronics Shopping Center)



### A beginning of change with the creation of new industrial ecosystem

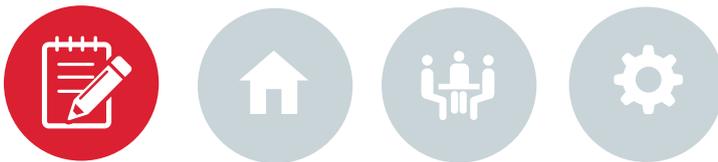
It feels like about 50% of the customers have shifted to online marketplaces to buy electronics. I've been running a business in Yongsan for 30 years, but it is getting worse day by day. That's why I have a high expectation for the Urban Regeneration Project, as we are told a new industrial ecosystem is being created through the change. By revitalizing the Electronics Market through the Regeneration Project, new products that we've never dealt with will be available in the stores, and we will be able to provide more and better choices, naturally increasing the influx of customers. Instead of the existing products becoming obsolete, the new products will create a synergy with the existing ones to improve the competitiveness of our products overall.



# Igniting the Engine Again: Centered on the regeneration of the automotive aftermarket



## Project Strategy



### Cultivating an automotive-specialized industry tailored to Seoul

- Modernization of lots for used car dealership at automotive sales industry hubs and establishment of a plan for an effective urban environment improvement project
- Create and operate the Janganpyeong Automotive Center(JAC)
- Create a basis of private sector investment for the businesses dealing with the automotive remanufacturing of automotive parts

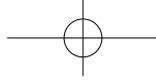
### Creating a process to restore trust for the local industry

- Eliminating used automotive scams by implementing an open price system and "Good Dealer(professional car salesperson, tentatively named)" program, as well as offering relevant educational courses
- Improving the reputation of the neighborhood through the Automotive Culture Festival and roadside/street environment maintenance
- Implementing certification branding and a trust certification system acknowledged by consumer groups.

## Expected Outcomes



- Local industry support and facilitation via the Janganpyeong Automotive Center(JAC) and Automotive Remanufacturing Innovation Center
- Organizing an integrated information system to improve exporting conditions and facilitate automotive and parts export
- Improving automotive dealing culture by creating a trustworthy automotive market



03



### interview

Kwon Oh-woong  
(President, Hanjin Used Automotive Company & VIP Car)



### Starting the engine of Janganpyeong Regeneration Project

I personally think the Urban Regeneration Project is an opportunity that shouldn't be missed. When I first began my business here, Janganpyeong drew the attention of people with its newest facility and amenities. However, the facilities, the people, the customers, and even our hearts deteriorated over the course of past 40 years, and at the time of our struggle, the Urban Regeneration Project became a driving force for us to start over. In my opinion, the one most promising thing in the regeneration project is definitely developing human resources, as facilities can be replaced anytime as long as the funds are available, but hiring younger generation and educating them require time and systematized process. I hope the Information Center will serve the community well with the role of developing human resources; of course, we are all ready to participate and support the project as much as we can.

### Janganpyeong

In Joseon Dynasty, Janganpyeong used to be a training ground for horseback riding. Interestingly enough, now Janganpyeong has become the only automotive in Korea with 1,900 businesses gathered including used car dealerships and automotive parts in this huge land of 500,000m<sup>2</sup>. While Janganpyeong automotive aftermarket focused on offline sales, the time took a toll on them. a deteriorating facility over 40 years old, unstylish sales and marketing methods, and the change of distribution channels prevented customers from visiting Janganpyeong, thus weakening the industrial competitiveness. Seoul Metropolitan City and Janganpyeong began the Urban Regeneration Project of the area believing that the crisis could turn into an opportunity. Now Janganpyeong is about to start the engine, and accelerate into the future as the fame of Janganpyeong is being restored.

There were times when people would think of "Janganpyeong" when it comes to all things automotive. At the time, Janganpyeong is the one and the only place to visit for automotive-related business as Janganpyeong had the full support and benefits from the government. While this support and benefits contributed the explosive growth that Janganpyeong experienced, but it also resulted in a monopolistic automotive market. However, Janganpyeong did not realize that the market was rapidly changing, and recovering Janganpyeong's lost credibility in the market was an incredibly difficult task.

Seoul Metropolitan City was certain that Janganpyeong would not only recover the past fame accumulated over the course of 40 years, but will improve even more than ever if Janganpyeong is better managed and reformed. Thus, Seoul Metropolitan City decided on the Urban Restoration Project of Janganpyeong to revitalize the neighborhood by restoring the aesthetics and the main industry of the neighborhood, the automotive industry. The locals and industry personnel responded to the City's decision with a great deal of support and enthusiasm.

Since Janganpyeong's industrial structure requires increased sales of automotive to facilitate the rest of the industries including automotive parts, repair/tuning, and remanufacturing, the immediate and primary goal of the Regeneration Project was to establish a model creating a virtuous cycle ensuring a reestablishment and continuance of the automotive industry in the area. For the purpose, Janganpyeong is currently planning on constructing a cutting-edge automotive sales center with an automotive sales lot, an export and industrial support center, a government owned space rental service for small repair business owners, and even an automotive museum with private sector investment.

At the same time, an automotive industry information center, which will serve as a trendsetting, industry-leading hub, is currently being built. This information center is constructed as a part of the primer projects in the Urban Regeneration Project. The center, which includes a repair/tuning experience hall, export and industry support center and a regeneration support center, will serve the community as a channel of supporting local industry and a hub for valuable industrial information.

Moreover, the Project includes reeducation of dealers to improve their professional capacity, and entrepreneurship support that would facilitate creation of new startups. As for the dealer education program, the city plans to cooperate with automotive dealer program of local colleges to implement more structured and professional education programs. Also, based on existing automotive industry, the Project involves the creation of a hub for the automotive tuning industry by introducing soft car tuning in a short-term period, and hard car tuning in a long run as well as gradually modernizing the auto parts market. Furthermore, as a private sector project, an innovation center is being built to cultivate the auto parts remanufacturing industry; Through the R&D in the innovation center, the remanufacturing industry will create a new paradigm of automotive culture, satisfying environmental and economic aspects.

The Annual Seoul Automotive Festival is another effort of Janganpyeong to approach the citizens of Seoul with ease. The Festival offers many different experiences through variety of events including on-site used automotive auctions, an auto accessory flea market, free repair and tune-up lessons, and a self-tuned automotive contest. Janganpyeong's Urban Regeneration Project is essentially a combined effort of private businesses, auto industry workers, Seoul Metropolitan City, and the residents to become one of the world-class automotive aftermarkets, and also serves as a gradual preparation for the future, not to repeat the failure that Janganpyeong experienced 10 years ago. As Janganpyeong flexibly transforms according to the changing needs of the era, Janganpyeong is preparing a foundation for a next generation – not merely for a near future, but for a long term success 20 to 30 years from now.

## The road to meet the modern and contemporary Seoul



After Emperor Gojong's dream of building a powerful country and capital around the Gyeongungung Palace (Present day Deoksugung Palace) had been shattered by Japanese invasion, Sejong-daero and its vicinity were reconstructed according to the urban planning blueprint created by the Japanese Empire. The change involved widening and strengthening Sejong-daero, to improve the road's connectivity to the central Seoul.

While pushing the reconstruction project forward, however, the Japanese colonial government of Korea sold the estate where Deogangung Palace used to exist without obtaining proper permission from the Korean royal family. Deogangung was residence of the Honorable Princess Consort of the Eom clan, a concubine of Gojong as well as the mother of the Crown Prince Uimin, and where her spirit tablet was kept after her death.

In 1937, Japanese colonial government built a four-story building, the Joseon Postal Service Office (Now Korea Post). The Japanese utilized the building as one of the offices to govern colonial Korea, and this old annex building blocked the view of Jeong-dong from Sejong-daero as if it were a folding screen for 80 years. After Korea gained its independence, the building was expanded recklessly, and as Sejong-daero (Taepyeong-ro) expanded, the front part of the building was demolished. Such changes robbed the architectural and cultural value of the building as one of the remaining modern building built during the colonial era.

However, Sejong-daero still harbors the scenery of modern-contemporary period Seoul, including Old Seoul City Hall (Now Seoul Library), Seoul Anglican Church Cathedral, Deoksugung Palace, and Seoul City Council as well as the surrounding area, Jeong-dong. Sejong-daero tells the tales of modern and contemporary Korea, and enables the citizens of Seoul to vividly experience modern and contemporary Seoul.

With the historic and cultural value in mind, Seoul began a project to create a special space devoted to share the historic and cultural value of Sejong-daero using the patch of land where the old annex building of the National Tax Services was. This project took its first step by demolishing the annex building of the National Tax Services. During the process, a successful governance was created between the City and the Anglican Church of Korea, and the City held a contest designing spaces for citizens using the

acquired lands. In this contest, a design connecting Seoul Plaza, Anglican Church Cathedral and Sejong-daero through underground and ground pathways was chosen, and the construction project is going smoothly since the groundbreaking ceremony in October, 2016.

According to the design creating this historic and cultural space of Sejong-daero, the project is twofold: National Tax Services annex building site will become the History and Culture Plaza, with the Plaza being the base for the ground space, and the City Council building, Anglican Church Cathedral, and Seoul City Hall will be connected via underground pathways.

By creating the History and Culture Plaza, the modern and contemporary scenery of Seoul, as well as the historic value of Sejong-daero, will be restored as the National Tax Services annex is demolished, exposing the scenery of surrounding spaces, including historic Jeong-dong. As this change takes place, the citizens of Seoul will be able to "experience" modern history of Korea and reminisce about old memories in the middle of the city through the Plaza. The three-story underground portion will begin at the entrance of the plaza. The underground pathways will be an exhibition museum showing the progress of urban architectural development of Seoul and the future plans of the city, and many facilities will be established for diverse cultural experiences. The space will be utilized for the general and operative offices of Seoul Architecture Biennales, as well.

In the process, a thorough research on cultural heritage sites at the southern site of the Old Deogangung Palace was conducted until April of 2014; the research was especially meaningful as the site was the first place that the Modern Korean Empire begin to flourish, but was later tainted by the concrete buildings constructed by the Japanese colonial government. Also, the team discovered four remaining structures, and completed transferring them, which is another accomplishment of the research.

The Historic and Cultural Space in Sejong-daero area is to be completed in June 2018. The Sejong-daero Project is a great example of Seoul Urban Regeneration project, aiming for regenerating the value from preserving existing structures for the enjoyment of the citizens, instead of a complete demolition or a simple restoration.

### Project Strategy



**Restoration of the scenery of modern period Seoul** •Restoring Seoul's modern period scenery from the damage inflicted during the Japanese colonization era •Restoring the historic value of the Korean Empire •Creating space for new projects including the Historic Cultural Plaza by demolishing National Tax Service Annex Building

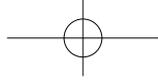
**Construction of underground city networks** •Creating spaces to share historic value and experience urban architectural culture •Ensuring and improving pedestrian connectivity with the vicinity •Creating a multi-purpose, exhibitory cultural space providing the past and future vision of Seoul's urban and architectural development



### Expected Outcomes

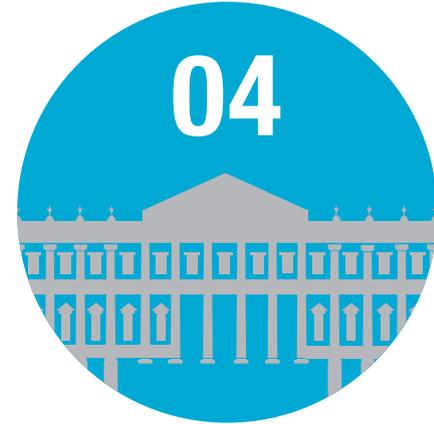


- Enhancing resident satisfaction through improvement of living and residential conditions
- Realization of sustainable, improved residential environment by residential area enhancement and discovery of local resources
- Achieving a resident-led Urban Regeneration model by facilitating resident-led local communities and strengthening residents' abilities



## Sejong-daero

When Emperor Gojong declared the establishment of the Korean Empire in 1897, he wanted to transform Korea into a strong, modern nation. Gojong decided to establish the basis of a modern Korea, beginning with a citywide renovation of the capital, including a renovation of Hwangtohyeon, a low hill made out of red clay that connects Gyeongungung Palace and Yukjo-geori “The Street of Six Ministries”. As a result, Hwangtohyeon now has a road that did not exist before, and this road became Sejong-daero later. As it went through a major road extension work, Sejong-daero served the citizens as one of the important roads in the heart of Seoul. The historic value of Sejong-daero comes from the fact that it is essentially the centerpiece of the modern history of Korea, as well being the place where the will of the people was passionately expressed through peaceful protests and gatherings. To share such historic value with the citizens, the Sejong-daero Historic Cultural Space is being created.





# A time-transcending space of cultural depot dreaming of a new future



After Korea was selected for hosting the 2002 FIFA World Cup, Mapo Oil Depot was classified as a hazardous facility and was to be transferred to somewhere else for the construction of Sangam World Cup Stadium right in front of the depot. Only the emptied oil tanks remaining, Mapo Oil Depot lost its purpose; though several plans were devised to utilize the oil tanks, all of the plans were futile, leaving the oil tanks abandoned for the last 15 years or so.

However, the Seoul Urban Regeneration Project approached the problem by recycling the facility, transforming the old, useless oil depot into a Culture Depot. Instead of completely exterminating a legacy of Korean history, the Urban Regeneration Project considered the possibility of preserving the history and utilizing the oil tanks as cultural spaces dedicated to the citizens. What would have these huge tanks transformed into, with diameters ranging from 15m to 38m as well as the height of 15m, which is an equivalent of a typical five-story building? The fate of these oil tanks were decided by a governance of experts, private and public sectors combined. The general consensus was to transform the space into a multi-purpose space where diverse events such as cultural performances, exhibition, and conferences, and a design named "Petro: Reading the Story of the Site" was selected through an international design competition held in August 2014. The construction began in December 2015, and was finally completed in August 2017, revealing its new, transformed appearance as a "Culture Depot" to the citizens. A space of 140,022m<sup>2</sup>, which is equivalent of 22 soccer fields, finally came back to the people, dressed with the brand new clothing of arts and culture.

While the structure is preserved or partially altered, each tanks transformed

into a unique space using diverse ideas. Tank 1, or T1, is now a glass green house-like pavilion, where the scenery of rocks, cliffs, walls of concrete and the mountains surrounding the tank is vividly seen, and will be a multipurpose communication space. As for T2, using the tank's buried structure, an outdoor stage looks like an amphitheater was created by leaving only the upper edges of the tank, as well as an indoor performance center under the outdoor stage. For T3, the original structure of the oil tank was preserved in its entirety to provide some food for thought as this structure reminds the audience the circumstances of building the oil depot. T4 uses the unique internal structure of an oil tank to operate variety of events and programs, and finally, T5 is utilized as a space recording the past and present history of the unique transformation of an abandoned Oil Depot into a Culture Depot. As one of the most unique performance stages and exhibition halls throughout the world, the Culture Depot recycled from an old, abandoned oil depot will be an arena to provide abundant arts and culture events to its visitors.

The Culture Depot is also valuable in terms of its architectural artistry. The outer structure adorned with the scent of the time provides another experience of arts, through its magnificent and awe-inspiring look. Whether buried or standing tall on the ground, visiting these tanks will definitely leave a lasting, memorable impression.

The iron plates attached on the surface of T6, which are scraped from the outer walls of demolished tanks, implies that the whole place is built upon the memories of the old time, as well.

The harmony of the old and the new, and the excellent artistry shown throughout the whole Culture Depot Park will one day might make this place into a world-famous tourist attraction.

## Project Strategy



### Creation an eco-friendly, restorative multi-purpose cultural space

- Recycle five oil depot tanks and utilize them as multi-purpose spaces providing robust cultural experiences
- Devise suitable contents and programs for the optimal utilization of facilities such as oil tanks as well as outside spaces
- Devise suitable ways to fully utilize the outside and surrounding areas, such as creating a park, etc.

## Expected Outcomes



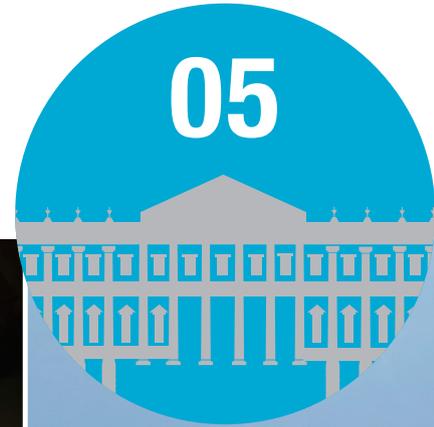
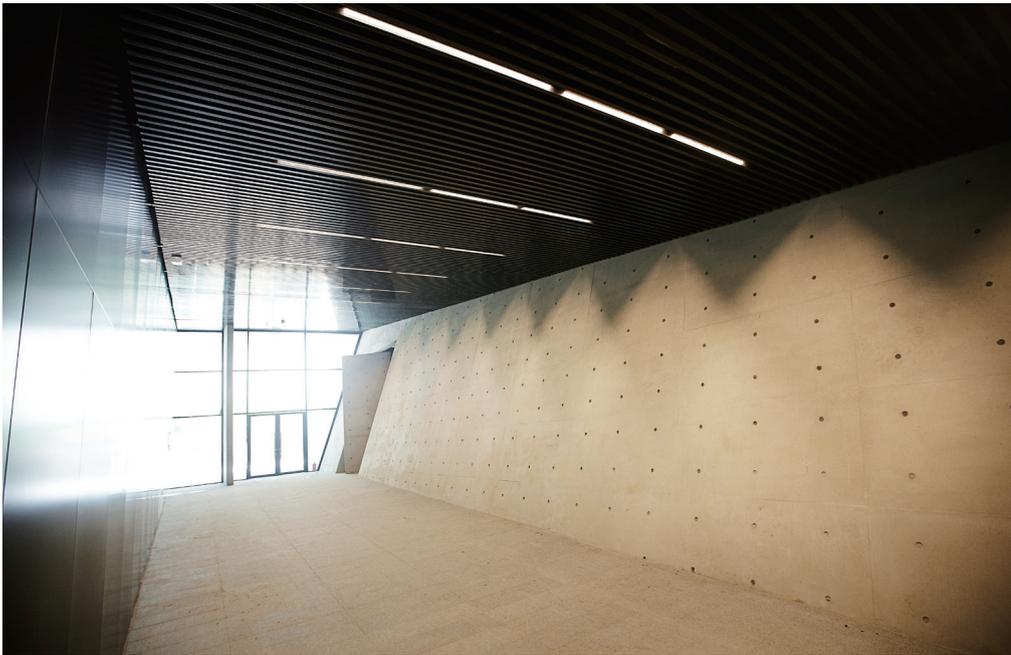
### An example of ingenious Urban Regeneration reinterpreting a remnant of industrialization 40 years ago

- Utilizing the remnants of past industrialization as a space revisiting past memories and history, instead of demolishing them
- Providing a model of public sector architecture created for the sole purpose of citizens' enjoyment of arts and culture while not focusing on generating revenue
- Facilitating local economy as well as cultivating cultural development



## Culture Depot Park

Here, the address of this place is Seongsan-dong san 53-1, Mapo-gu, Seoul. Though the address might seem familiar, very few people knew about this place – at least for the past 40 years. In the 1970s, two oil shocks emphasized the crucial need of increasing petroleum storage in Korea, and the necessity propelled the construction of oil depots throughout the country. One of those oil depots built in the 70s is located in the area of Seongsan-dong san 53. One by one, the oil tanks were built, and by 1978, there were five oil tanks built in the area. Classified as a top secret facility, this large facility capable of storing 6.9 million liters of oil was kept as a complete secret from the public. Now, this secret oil depot is finally open to the public, having transformed into beautiful architectural structures and sites for arts and culture.



### interview

Yim Jung-hee (President of Governance Committee / Professor at Yonsei University, department of History and Cultural studies)



### For the completion of a space where the citizens become the creators of arts and culture

As I was participating in the preparatory stages for constructing this Culture Depot, I took the role of proposing what kind of contents should be included and how the Depot should be run, considering what kind of artistic and cultural value can be enjoyed by the citizens.

Deciding what to do and how to operate a certain space is usually based on the purpose of the space. However, it was the opposite in the creation of the Culture Depot; experts of relevant contents and programs voiced their opinion in the process of constructing the plan for the building, and the opinion was actually used in the planning of the space.

One prime example would be the open space formed in front of the Culture Depot. The space was planned to cultivate people's creativity by placing an empty space - with this empty lot, people can open a market, engage in cultural experiences, and even do something fun. As we plan the Culture Depot, we intended the space to be an approachable, enjoyable place which can provide wide range of arts and culture experiences while allowing some flexibility instead of merely feeding the citizens with fixed programs.

When the final plan was approved, we've established a committee called "explorers" consist of 40 experts and local citizens to discuss about the actual running of the Culture Depot. By doing so, we've been striving to connect the project and the local community, and have put a lot of thought on the role of citizens as "creators" of culture, rather than being consumers of existing cultural contents.

As this committee changed its name into Governance Committee earlier this year, we are experimenting many different forms of governance as the name of the committee suggests.



# The Island of Dream returns to the citizens for relaxation and cultural enjoyment



## Project Strategy



### Construction of spaces for relaxation along with music and cultural experiences

- Providing creative spaces for musicians, culture contents creators, artists, and startups
- Expanding opportunities of cultural experiences for citizens

### constructing performance stages

- Creating multi-purpose spaces for conference, education, and events
- Attracting commercial/convenience amenities and facilities

### Perform environmental maintenance work for the Hangang River waterside / establishing an ecological basis for wild life preservation in the area

- Creating eco-friendly waterside sites for relaxation, such as Nodeul Forest
- Providing opportunities to experience nature to the citizen through recovering ecosystem of Nodeul Island

### Obtain spaces and opportunities for citizen participation

- Providing cultural enjoyment and participation opportunities throughout the Island; especially focused on the facilitation of Nodeul Market and Nodeul Plaza



## Expected Outcomes



- Creation of resting spots for citizens around the eco-friendly waterside area
- Facilitation of the culture industry by encouraging creative endeavors of the creative contents creators and artists utilizing the spaces and stages in the Island
- Build a basis for economic facilitation within the Island using a variety of multipurpose/single-purpose spaces

Even now, not many true facts about Nodeul Island is known to the public; a lonely island floating in the middle of the Hangang River, nowadays Nodeul Island looks like a fortress surrounded by stone walls if looked down from the Hangangdaegyo Bridge.

In the past, however, Nodeul Island was a long, sandy field stretching from Yongsan, and there was even a village with a pier in the area. Things changed when the Japanese Colonial Government built a bridge over the Hangang River in 1917. The sand was raised and reconstructed into an oval-shaped hill, and stone walls were built to create an artificial island. The artificial island was named Jungji Island, an awkward name that the island would bear for quite a while.

Before the independence of Korea, a small park was constructed and maintained in the island; city trams would run in and out of the island, making the island a famous dating spot. Then in the 80s, the sandy field on Nodeul Island, referred as the "Hangang River Sandy Field," was used as a haven for the people of Seoul. The Island would become a swimming pool during the summer, and an ice skating rink during the winter, attracting many citizens.

As the Hangang River Development Project began, the Island was made five times greater in size by the expansion of the existing stone wall. However, the sandy fields were destroyed during the project, and Nodeul Island became a lonely artificial island no-one ever visits. The Urban Regeneration Project is planning to transform Nodeul Island, thus raising the expectations of the public. From 2015, a competition committee created for the Urban Regeneration Project of Nodeul Island announced an international design competition for the development plan of Nodeul Island, and after carefully judging the 52 finalists, Studio MMK's design (Korea) was selected as the winner of the international design competition.

Soon after, a masterplan to improve the flexible and expandable aspect of the Island was established. This masterplan involves connecting the central road of the island, Yangnyeong-ro with other sidewalks to enable pedestrians to spontaneously enjoy a variety of culture programs throughout the island, and allow them to freely explore and experience the Island by creating eco-friendly sidewalks.

The upper part of the Island will be constructed into a space primarily for cultural events including exhibitions and performances, and the lower part of the Island will be a plaza for the people's connections, equipped with amenities for the visitors' convenience.

The Nodeul Island Project will be completed by the end of 2018 and revealed to the citizens shortly after. After the completion of the Regeneration Project, places such as multipurpose stages enabling the people to connect through music, a cultural hangout providing opportunities for experimental projects and creative artistic challenges, the Nodeul Market, where a variety of artistic creations can meet with the consumer, the citizens of Seoul through exhibition, cooperation, and education, the Nodeul Forest for healing and relaxation, and Nodeul Plaza for the culture performance and events, will be also available for the citizens to fully enjoy the Island.

In conclusion, the Nodeul Island Regeneration Project is especially meaningful in coloring the daily lives of the people of Seoul with more vibrant color by providing more opportunities and spaces for cultural experience while enjoying the beautifully preserved nature of the Hangang River waterside. Moreover, the Project will provide a medium for content creators to connect with their consumers, enriching the community.

Certainly, the comeback of Nodeul Island will draw the attention of the people throughout the world, as a world-famous landmark of relaxation and cultural enjoyment within the heart of Seoul.



### Nodeul Island

Have you heard of Nodeul Island? It is a small island floating on the Hangang River that you'd encounter, or rather, an Island you'd just pass below your feet while crossing the Hangangdaegyo Bridge, going back and forth between Yongsan and Heukseok-dong. Though Nodeul Island has been forgotten by many people for a quite some time, this place was actually one of the most loved resting spot for the citizens of Seoul before industrialization, just as Parisians would enjoy their rest at the riverside of the Seine. Now, Nodeul Island is finally making a glorious comeback: With much more grace and elegance, the Island of Dream will soon meet the people of Seoul as a place of robust culture and cultural experiences, while providing relaxation from the bustles of everyday life.





# Homecoming of Namsan Yejang Area after overcoming a tragic history



The passion of Namsan begins from the Japanese invasion at the end of the 19th century, when Japan actually began to act on their grand scheme to take over Korea. After the Protectorate Treaty between Japan and Korea concluded in 1905, which later referred as “Eulsa Restrictive Treaty” due to its exploitative nature against Korea, Japan forcibly seized Hanyang (Current Seoul), and later, the whole country of Joseon. Since then, the Japanese Resident-General office, a Japanese shrine, and Japanese residential districts began to invade Namsan. The invasion did not end there, however.

After the Japan-Korea Annexation Treaty of 1910 brought great humiliation to Korea, the Japanese Colonial Government office was established in Namsan, as if it is looking down at Seoul at its feet. This scene of the great humiliation was located at a part of Namsan that connects to the center of Hanyang directly; it is current the Yejang Area, in the vicinity of 4-1 Yejang-dong near Myeong-dong.

After Korea gained independence from Japan, the passion of Namsan and Yejang Area continued onto the era of industrialization and dictatorship. Namsan was used as one of the important roads for automobiles as the city explosively grew due to the fast economic growth of Korea, and military bases, apartments, hotels, and other government offices began to occupy Namsan. In the Yejang area, the infamous Korean Central Intelligence Agency Namsan 2nd Office was built, giving Namsan the lasting stigma of fear and horror during the dire time of Korean modern-contemporary history.

Though Namsan and Yejang Area have a repeated history of suffering, a meaningful project is recovering the historic and cultural significance of Namsan and Yejang as well as reconstructing the area into a place of culture, making it more accessible to the citizens of Seoul, is currently in progress.

First, the old government offices located in the Yejang Area will either be completely demolished or moved to create a space for a scenic park to

enjoy the beauty of Namsan. Especially, parts of the remnant of the old Korean Central Intelligence Agency Namsan 2nd Office will be utilized to create “Memories 6” including a memorial hall and memorial square, along with a message and a resolution not to repeat the tragic, cruel history of state violence ever again. The number “6” signifies the infamous “Section 6” of Korean Central Intelligence Agency. Moreover, the “Human Forest” will be created, commemorating the individuals that sacrificed themselves for noble causes, including the patriots who fought for the independence and human rights activists. “As the pine atop Namsan Peak” in the National Anthem, a symbolic species of trees will be planted in the center of the Forest, becoming another thing to contemplate upon.

Also, “the Road of Senses,” which includes exhibition halls, archives, spaces for citizens’ artistic endeavors and young entrepreneurs, will be constructed within the park. Furthermore, the construction of a park with walking trails will allow the citizens to access Namsan freely without ever worrying about the cars passing through Namsan tunnel and the beltway.

As the walkway encompassing Myeong-dong, Toegye-ro, and Yejang areas finally ending at the top of Namsan, is being completed, a large-scale historic trail is being constructed to show the history engraved in Namsan in chronological order. The major roads of the trail are “the Road of National Humility” dealing with historic events in Namsan prior to the 20th century, encompassing the residence site of the Japanese Resident-General of Korea, the Yejang Area and Hoehyeon Area (Joseon Shrine), as well as “the Road of Human Rights”, where tourists walk by the Section 5 of Korean Central Intelligence Agency site, where the Namsan 1st Office of KCIA was located.

As the roads are being constructed, smaller details are being completed also, such as making road signs, stone posts and creating patterns for pavement blocks to direct the tourists to major landmarks including the old type foundry office of Joseon, the site of National Humility in 1910, Japanese Residence-General office, Joseon Shrine, Kyeongsung Shrine, and so forth. To recover its true beauty, and to share the history of Korea within, Namsan and Yejang Area are drawing near to the citizens of Seoul, sooner and sooner.

## Project Strategy



**Greener Namsan through Spatial Regeneration** •Building parks and parking lots for traveler’s buses in the Yejang Area •Restoring Namsan’s original scenery by moving existing facilities including public offices •Linking the city center and the forestland by expanding the natural potential of Namsan

**Deeper Namsan through Historical Regeneration** •Creating a memorial Hall, “Memories 6” and “Human Forest” within Namsan square as symbols of human rights •Linking the Yejang Area and Namsan Historic trails including the Road of National Humility and the Road of Human Rights. •Repair and improve signs for historic and cultural landmarks within the Yejang Area

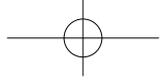
**Younger Namsan through Cultural Regeneration**  
•Constructing a cultural hub connecting Myeong-dong and Namsan  
•Constructing a cultural space for the residents



## Expected Outcomes

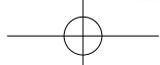


- Provision of resting spots to the residents and visitors by expanding natural resources of Namsan to the city center
- Expanded parking spaces for the traveling buses by constructing parking lots in the underground of the Yejang Area
- Improved walkability by renewal of automobile-centered roads/traffic system
- Greatly improved accessibility throughout Myeong-dong – Yejang Area – Namsan



## Namsan Yejang Area

Namsan ("South Mountain"), one of the four mountains surrounding Seoul, is located in the southern part of Seoul as its name suggests. In the Joseon Dynasty, Namsan was thought to be a mystical mountain protecting Seoul from the south, comparable to the Vermillion Bird of South one of the four mythological creatures representing each direction, as well as a mountain of peace that brings forth peace to the nation and the people. Even now, Namsan, while creating an unusual view as a mountain in the middle of a capital city, is widely loved by the people of Seoul as a resting place and a steadfast symbol of the city. However, the Namsan that people know that people thoroughly enjoyed up until now, is not the same as the original Namsan in its scenery and significance as it went through a painful history. Thus, the Urban Regeneration Project aims to restore Namsan to its true form, and return Namsan to Seoul and its people.





# Encountering Seoul, modern and contemporary history of Korea through the "Road of Korean Empire"



## Project Strategies



### Preservation and restoration of historic values

- Preservation and maintenance of old city structures such as roads, waterways, and modern architectures
- Restoration and maintenance of cultural heritage: Seonwonjeon shrine site restoration, Hwangudan (Wongudan) altar maintenance, etc.

### Utilization of historic and cultural resources

- Construct scenic sites utilizing Seoul City Hall Seosomun Building, employing various methods including installing more observatories, etc.
- Construct "the Road of Korean Empire" with five different themed courses

### Cooperation with local governing body to make Jeong-dong a historic landmark

- Create more traveler attractions by expanding reenacting events of the Korean Empires' ceremony, such as the Changing of Guards in front of Daehanmun Gate, Royal Processions and Royal Offerings at Hwangudan Altar
- Facilitate the local festival by advertising October as the month of Jeong-dong
- Improving lightings for better nighttime scenery



## Expected Outcomes



- Restoration of Jeong-dong's historic and spatial value as the heart of the Korean Empire, especially its accumulated historic and cultural assets from modern-contemporary Korea
- Revive the lost fragments of modern Korean history and emphasize the historical significance of the area
- Improvement of the brand value of Seoul as a historic, dignified city, and utilization as a driving force of further urban regeneration

When the establishment of the Korean Empire was declared in 1897, Deoksugung Palace became the center of the Empire. Naturally, Jeong-dong, where Deoksugung Palace is located, became the heart of the Empire's politics, international relations, and culture, and also served as an international district of the Empire, housing diplomatic offices and consulates of other countries. Also, Jeong-dong was where the modernization of the Korean Empire started when the Empire began to adapt the accomplishments of Western civilizations through medicine and education.

However, the Japanese Colonial Government destroyed the old palace site, and turned Deoksugung Palace into a park. While Koreans suffered through such tragic history, the spirit of revolution and dream that the Empire had were gradually forgotten. However, as the Urban Regeneration Project commenced, the historic value of Jeong-dong was rediscovered. By recycling the historic resources and assets of Jeong-dong, the Project aimed to fuel the growth of the town.

Seoul chose the three themes, "Preservation, Restoration, Creation of Tourist Attraction," to realize the restoration of historic Jeongdong. It preserved the scenery unique to Jeong-dong by preserving and maintaining old roads, city structures, and aged buildings. Moreover, the City repaired Hwangudan Altar, a symbolic site of Korean Empire's birth, as well as restored Sunwonjeon Shrine of Deoksugung Palace, which was destroyed during the Japanese Colonial Era. Such restorations and repairs will be a significant beginning of restoring the vanished spirit and history of the Korean Empire.

To create spots for historic and cultural scenery, the City decided to open Seoul City Hall's Seosomun Building to the public. In the observatory of the Seosomun Building, the citizens will be able to enjoy the full view of beautiful historic Jeong-dong, and a theme café in the style of the "Sontag Hotel" will be built to create a cultural space harboring the history of the Korean Empire. The streets in Jeong-dong will transform into sidewalks with history and culture, and there will be "Road of Korean Empire" created with five different themed courses. The "Road of Korean Empire" will be a route to learn about Korean history, and it would be a significant historic resources for the understanding of the modern history of Korea, as well as a main tourist attraction of Jeong-dong.

Also, cooperating with the local governing body, there are several projects to make Jeong-dong into a historic landmark. These projects include developing traveling packages using the symbols of the Korean Empire royal family, improving the lightings for the nighttime scenery, and planning of the "Month of Jeong-dong" every October by combining and connecting local festivals, and more projects to facilitate the Jeong-dong area are currently being planned and designed. To ensure the sustainability of the Regeneration project, eight different groups and 30 other local communities are making continuous efforts.

Some 120 years ago, the people of the Korean Empire voluntarily joined their powers together to transform and better their country. Just as then, this Regeneration Project is also driven and executed by the people, and through their plans. One important thing to remember is that not only the locals of Jeong-dong, but a nationwide effort of restoring Korean identity and history is being made through many different channels including the Korean embassy, the press, the schools, and even businesses – For all the people of Korea know that what they do will leave a huge footprint in the path of Korean history.



## Jeong-dong

Jeong-dong was the center of modern history of Korea. Countless important events of the Korean Empire happened here; Jeong-dong was the arena of the Empire's international relations and the leading base of modernization. Although Jeong-dong was the essence as well as the central region of the Korean Empire, Jeong-dong also suffered through a systematic destruction of its original structure as Korea suffered under Japanese colonization. As a result, not many of the citizens these days remember the true historic of Jeong-dong other than the famous stone wall of Deoksugung Palace. Now is the time to look back at the history of the Korean Empire to find the way to change this reality – being the driving force for regional development, Jeong-dong's abundant historic and cultural resources will resonate within the hearts of the citizens of Seoul as the history within Jeong-dong is restored.



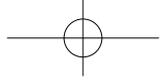
### interview

Fr. Kim Han-seung  
(Director of the Anglican Church of Korea's Food Bank)

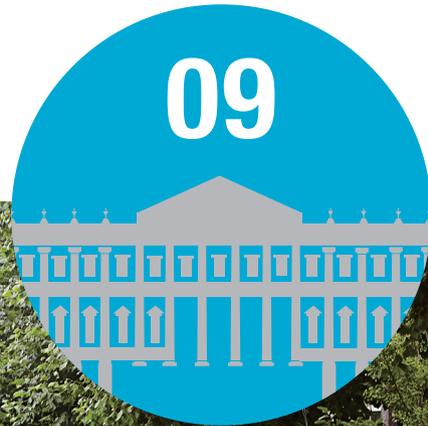


### A stage to the future through the past

As the Anglican Church of Korea has been cooperating with Seoul for the Restoration Project of the Sejong-daero, being able to participate in the Urban Restoration Project of Jeong-dong was a special opportunity to think about the historical meaning of Jeong-dong. Because the Anglican Church of Korea is not simply an organization in Jeong-dong but rather a symbol of Korean modernization, the Project helped me to look back at the roles of the Anglican Church during the 130 years, which makes the Project even more meaningful. I hope this Project would allow the old and the younger generation to think about the way to better ourselves from the failures in the past, and use it as an opportunity to prepare a meaningful, better future. I hope diverse contents and programs will be developed for the people to actively enjoy and experience Jeong-dong instead of merely sightseeing around the area, and further allow people throughout the Korea to see the historic Jeong-dong. While partaking in such transformation, I am and our Anglican Church of Korea are looking for more ways to contribute to the Project.



# The Revival of regional economy and culture along with the historic & cultural regeneration



## interview

Kim Yun-bong  
(Vice-president, 11 Dongne Resident Committee  
Metalcrafts Department)



### A change in the area that a single resident committee will bring about

In the past, I gathered with the people in my profession just for friendship. But one day, we decided to suggest a project to do something meaningful. Seeing how the resident-led project succeeded, I became really involved in the committee. At first the suggestions were something small as jewelry try-ons and handmade goods markets. Later, the Jewelry Business Center sponsored these events, and it ended up being the 11 Dongne Festival. I love being involved in the resident committee because of the community we have – though what we want, such as rent rates, may be different, I believe we will be able to work out the difference through such resident committees as we find a ways to live together as one united community.



## Nakwon Shopping Center & Donhwamun-ro

Changdeokgung Palace was the main palace of Joseon for the longest time period for 261 years, from 1592 when Gyeongbokgung Palace was burnt down to the renovation of Gyeongbokgung in 1868, and from the crowning of the last Emperor Sunjong in 1907 to the National Humiliation of 1910. The Urban Restoration Project involving Changdeokgung Palace, Nakwon Shopping Center, Donhwamun-ro, Samil-daero and the vicinity focuses on emphasizing such historic value of the area as well as reviving the culture, economy, history, and humanities heritage in general. The Project also aims to improve diverse abilities of the local residents to recreate this area as one of the new landmarks in the heart of Seoul.

## Project Strategy



### Regeneration of historical and humanities heritage around Changdeokgung Palace

- Four regeneration projects involving Donhwamun-ro, Samil-daero, Ikseon-Nakwon and Seosunra-gil are in progress
- Improving and maintaining the scenery of Donhwamun-ro, creating spaces to experience the Royal Court of Joseon, including Hanbok, traditional folk songs, and Korean classical musics, and hosting a historic and cultural festival
- Restoring the history of 3·1 struggle as well as creating history trails

### Establish foundations to facilitate local industries

- Maintain local characteristics of Ikseon-dong and promote agreements to prevent gentrification of the area
- Create a hub for cultural facilitation in Nakwon Shopping Center; Create Seosunra-gil Handicrafts & Creation Road based on the local jewelry industry as well as supporting the industry

### Vitalization of community & strengthening resident abilities

- Organization of a governance structure consisting of local residents, city officials and experts, Resident Committee, and Regional Project Committee
- Execute resident-led projects, City Regeneration School, and community-facilitating festivals
- Vitalization of resident committees for primer projects and stabilization of the governance



## Expected Outcomes



- Revitalizing local characteristics and history
- Reconstructing the region as the central part of the history regeneration of Seoul, spanning from Donhwamun-ro and Changdeokgung Palace, connecting to significant landmarks including Sewoon Shopping Center, and Namsan Hanok Village, etc.
- Completing a model case of resident-led local economy vitalization and promotion of agreements preventing gentrification

Changdeokgung Palace area was the geographic center of Hanyang (Current Seoul) as well as the Capital's politics and people's daily lives. Also, Samil-daero, where the famous 3·1 Struggle was born and blazed up, is located in the vicinity of this historic area encompassing Donhwamun Gate area and Jongmyo. Along with these sites exist the historic village of Ikseon-dong, Nakwon Shopping Center's musical instrument marketplace, and the Sunra-gil and Donui-dong area, the center of the Korean jewelry industry, boasting the historical and cultural heritage of the district. Despite such significance of the area, Changdeokgung Palace, Donhwamun-ro, streets, residential areas and businesses around Nakwon Shopping Center have been greatly stagnated; through the Urban Regeneration Project, each of the areas is reviving, recovering unique characteristics.

First, roads connecting Changdeokgung Palace, including Donhwamun-ro, Samil-daero, and Seosunra-gil as well as surrounding areas such as Ikseon-dong and Nakwon-dong, will be revitalized under the theme of restoring the historical and humanities heritage. Donhwamun-ro will be repaired to allow a better view of the majestic, magnificent Changdeokgung Palace, and history and culture themed festivals will be held, and will include programs in which participants can enjoy and experience, such as reenactment of Royal Processions.

As for the Samil-daero, the historic heritage stemming from the 3·1 Struggle will be recovered as a trail is being created, and shops dealing with traditional Korean culture items such as Hanbok, rice cakes, and Korean classical music will be established in the streets encompassing Ikseon-dong and Nakwon-dong.

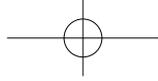
While Ikseon-dong enjoys a recent influx of visitors, the sudden change has brought some side effects of reckless redevelopment throughout the area. To minimize the side effects while preserving Korean traditional houses (Hanok) and supporting the settling of young entrepreneurs here, effective ways to accomplish these tasks are currently being devised.

Though Nakwon Shopping Center lost its old fame and was even pushed to the edge of demolition, Nakwon Shopping Center will become a new, rising hub for cultural development through the Project. Seosunra-gil and Donui-dong, an area full of jewelry shops, will be revitalized as a special alley of high financial value by building supporting facilities, and so forth.

But even more meaningful things are happening among the local residents. The resident-led projects, named as "Citycenter History and Humanities Regeneration Projects" are planned, executed, and evaluated entirely by governance structures created by the locals. The governance structure is centered in a communication room in a certain place located in Ikseon-dong, and operating projects that strengthen the community and resident abilities with resident committees and local project committees led by locals as well.

Several resident-led projects including Changdeokgung 11 Dongne Festival and local meal sharing communities have been very successful already, and the City Regeneration School and History and Humanities Lectures were also successful, backed up with enthusiastic local participation. Among these projects, some model cases include regional, business committees to share important local interests and participate in the primer projects, and the Ikseon Forum, formed to prevent gentrification in the area.

In other words, the Urban Regeneration of Changdeokgung Palace area aims to emphasize the historic value and the unique color of the area, as well as creating a happier living place for the residents and local communities by vitalizing local culture and economy. Though the Project has a long way to go to account for the prolonged stagnation in the area, everyone has high hopes of creating a satisfying living place along with the governance of the people and the government.



# Discovering the history of Saemunan and urban architecture of Seoul through the alleys



## Project Strategy



### Connect residential life and urban architecture

- Advertise the significance of cultural regeneration through the Urban Architecture Center as a part of the Urban Regeneration Project
- Provide urban architecture education, exhibition spaces, and research spaces to the citizens and experts

### Enhance economic significance of urban architecture

- Recover and rediscover the historic & cultural resources of Seoul including modern-contemporary historic alley, etc.
- Operate and construct convenience facilities as a channel for public benefit as well as a place to generate revenue

### Vitalize local economy through public-private cooperation

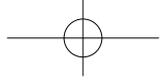
- Operate convenience facilities created for public benefit and citizen convenience
- Create and support common spaces for the daily life of local residents
- Create working spaces as well as convenience facilities, restaurants, and lodgings



## Expected Outcomes

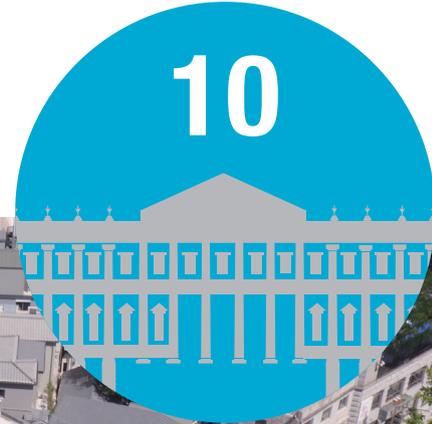


- Enhance the value of the area as a cultural heritage of urban architecture while establishing a platform to vitalize culture industry and local economy through the historic spaces



## Donuimun Museum Village

Among the Four Great Gates of Hanyang, Sungnyemun Gate and Heunginjimun Gate are the only two preserved in their entirety. Though on the other hand, Donuimun Gate (Seodaemun) lost its original architecture, the name still remains, and it defines the central part of Seoul. In 1422 (the fourth year of the Great King Sejong of Joseon), Donu-dong became the first town gated by the Donuimun Gate as the district was moved to the current Seodaemun valley area. Christened as “Saemunan Village,” this historic Donuimun district will be born again into a Museum Village where the history, as well as the life and memories of the villagers, are being revived.



Located to the west of the city center, Donuimun Gate was demolished in 1915 by the Japanese Colonial Government. The Japanese decided to demolish Donuimun Gate for the installation of cross-city trams as well as to straighten the roads; the parts of the gate, including the timber and roof tiles, were sold to a private company. Since then, the Donuimun Gate not only lost its dignified name, to be called henceforth Seodaemun, but it was also forgotten by the people of Seoul except the notion of the Donu-i-dong area, differentiating central Seoul from the other parts of Seoul.

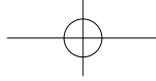
The village nearest to Donuimun Gate, the vicinity of Jongno-gu Songwol-gil 14-9 became the center of Seoul and Korean history shortly after. While other parts of city center rapidly developed, this Saemunan area kept its historic appearance; with these changes combined, the alleys of Saemunan have been quite chaotic with traditional Korean buildings, Western-style building built in early and middle 20th century, and contemporary buildings – strangely, such scenery would bring nostalgia to the people of Seoul. Old-fashioned eateries called “Nopo” were scattered throughout the district, and workers working nearby would stop by at those eateries to relax – truly, the people of Seoul absolutely loved Saemunan for its historic scenery and the warm-heartedness of the residents.

However, research results suggested that aged buildings are a bad influence to the overall scenery of the city. Thus, a plan is devised to newly create this nostalgic area into a space that all citizens can enjoy, improving the scenery of the area in general. In the earlier time of the plan, the plan was mainly focused on making a park in this Saemunan area. However, as an alternative to demolishing the area, the remodeling plan was suggested and widely supported, and the plan was to maintain a robust historic and cultural significance of the area and provide the citizens more opportunity to experience such history and culture.

As others agreed with the opinion that existing buildings harbor the time as well as the history that they witnessed, the Project changed its direction from demolishing and reconstructing the area to preserve each building as

a part of an exhibition to experience the history of Seoul and the buildings' architectural features such as design, material, and texture. Finally, the Saemunan Village greets the citizens of Seoul with a new name, “Donuimun Museum Village”.

A big construction project is currently in progress, including rebuilding or remodeling the existing 39 buildings as well as transferring the remaining two buildings in the 9,770m<sup>2</sup> area across from Jeongdong-gil, next to Gangbuk Samsung Hospital. Donuimun Exhibition Hall will be built in the central square, and will feature the history, characteristics, and culture of Donuimun and the vicinity. Also, the Exhibition Hall will also include the reconstruction of Gyonamdong and the life and memories of the locals during that time. Moreover, existing Korean traditional houses will be repaired and reconstructed to complete the appearance of a Korean Traditional Village, to be used as lodgings such as youth hostels. The modern and contemporary houses will be remodeled into a variety of convenience amenities, as well as spaces for culture and exhibitions. In addition, the old Yuhan corporation office building, which served as the gate of the village, will be remodeled as the Urban Architecture Center. The Center will archive systematic and professional data of Seoul's urban architecture as it will support the execution of the Cultural Regeneration Project related to the Museum Village. The Center will offer spaces for exhibition, education and research for the citizens and experts, and will also support young architects' various artistic and creative endeavors as well as young entrepreneurs. Donuimun Museum Village will be partially completed for the hosting of the 1st Seoul Biennale of Architecture and Urbanism, and then will be open to the public after a brief period of temporary opening. After the completion of Donuimun Exhibition Hall and relocation of the Police Museum in 2018, the entire village is scheduled to be revealed to the citizens in December 30, 2019. Local resident committees for the benefit and resident-led operation of Saemunan community as well as the support project for said committee will be completed by the time, raising expectation of the residents.



# The birth of a world-famous walkway created by integrating history and culture



The Seoul Station Overpass signaled the rapid growth of the economy as Korea went through nationwide industrialization. Constructed in 1970 to connect the east and west of Seoul, which had been separated by the railroad, the overpass had all the characteristics of Korea's economic growth at the time: "Fast and Furious". However, the overpass has aged over the years, and above all, posed a serious safety issue to be used as a road. Though the overpass lost its original function, Seoul decided to transform the overpass into a city-wide park with a skywalk instead of entirely tearing it down.

The overpass changed into a "hanging park" exclusively for pedestrians, and the opening of the Seoul-ro 7017 changed the scenery of Seoul Station area as well as the pedestrian traffic in a very innovative way. Though the Seoul-ro 7017 Project might seem like a project creating simple walkway or a park, it is not the case; the secret to this ingenious innovation can be attributed to the fact that the Project is focused on "connecting" many different places of Seoul and "expanding" the walking network of the citizens through the "connections" created throughout the city.

Furthermore, skywalks became the basis of other regional development projects tailored to each area's unique characteristics and needs. Through these regional regeneration projects including creating roads with specific purposes such as St. Joseph's Road, History & Culture Road and Namsan mountain pass, the City intended to vitalize areas around Seoul Station, connected by Seoul-ro 7017. Notable projects include regeneration project of Namchon using hidden gems and stories of Hoehyeon-dong, a project

to vitalize the area as Bukchon. Also, a project in Seogye-dong would be another example, benefiting the local residents by improving the living conditions by creating themed stairways for the hills and providing repairing services for the local homes.

In addition, Seoul-ro 7017 is to connect Seoul with the rest of the world; through Songjeong Sports Park at the end of the road to Manri-dong, the Project promoted the fellowship of Seoul and Berlin through sports.

The change of the Seoul Station area centering on the construction of Seoul-ro 7017 completely changed the reason for people to visit Seoul Station area, and enabled people to walk around freely to enjoy Seoul and its abundant stories; now people are able to spend time at Songjeong Sports Park, Yakhyeon Catholic Church, or even at Yeomcheongyo Shoe Street, and then they could go on a little walking trip to Namdaemun Market or Namsan Park.

Such a change of accessibility has become a catalyst to facilitate and vitalize businesses and communities around the area. The Namdaemun Market renewed itself, and again established its position as one of the most famous tourist attractions in Seoul. Also, the city greatly expanded the project as well as the support to improve the poor working conditions of sewing factory workers. Yeomcheongyo Shoe Street, as well, underwent general repair, and encouraged the citizens to visit the place by hosting diverse events led by the master handmade shoes craftsmen.

While Seoul-ro 7017 allowed people to look at the heart of Seoul from many different angles, it also gifted the citizens with a perspective to appreciate nature, history, culture, and the worth of each connected regions throughout the city. As the season changes, the people of Seoul will be able to fully enjoy the beautiful nature as they travel through the Seoul-ro 7017 walkways.

## Project Strategy



### Establish plans to facilitate Urban Regeneration in Seoul Station Area

- Devise plans to transform Seoul Station and the surrounding area as a hub for global tourism and culture experience, connecting travelers to the historic city center of Seoul
- Provide directions for each regional project as well as project details

### Create resident-participating governance

- Collaborate with Urban Regeneration Support Center to create local resident committees for each region
- Facilitate the improvement of resident ability through implementations of the resident opinions, and projects to create local communities

### Promote the Urban Regeneration Project in Seoul Station Area

- Primer Projects: Creating a culture-centered pedestrian walkway in Jungnim-ro
- Regional Projects: Creating spaces for specific purposes of each projects; creating safe town



## Expected Outcomes



- Seoul-ro 7017 as a world-renowned walkway and landmark connecting tourist attraction sites such as Namdaemun Market, Yeomcheongyo Shoe Street, and Yakhyeon Catholic Church, etc.
- Vitalization of local economy by supporting local master craftsmen
- Establish the proper role of Seoul Station as the gateway of historic, cultural city center of Seoul, through a tailored Urban Regeneration Plan considering unique characteristics of each area around Seoul Station



## Seoul Station Area

A project to create a skywalk from an overpass built in 1970, which was a symbol of the industrialization of Korea in the 1970s, the "Seoulro 7017" Project is a part of the Urban Regeneration Project of Seoul Station area, as well as a pivotal project to transform Seoul into a world-famous city with this new landmark. The skywalk is stretched from the west of Seoul Station to the east part of Seoul, from Manri-dong to Namdaemun Market, and has 17 branching walkways to connect the surrounding areas. When the Project concludes, it will be certain that the Skywalk will be a monumental landmark connecting history and culture, man and nature, and finally, Seoul and the world.



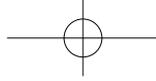
### interview

Song Jong-oh  
(Owner, Sunggwang shoemaking shop in Yeomcheongyo Shoe Street)



### The 2nd generation Master Shoemaker: Dream again

My father began to make handmade shoes at this very place 57 years ago. Now I succeeded the family business and am making shoes just as my father. As the Urban Regeneration Project commenced, many owners of shoe shops in Yeomcheongyo Shoe Street are thinking about different ways to attract customers. We didn't have any visible or tangible results yet, but I am sure things will get better as people begin to have interest in the area in general as a result of this project. One thing that I want to point out is that though the Shoe Street is now all repaired and kept well, the road to the Shoe Street from Seoul-ro 7017 needs more work. If the path is brightened up and repaired, I think the street will be more vitalized with a bigger influx of visitors to this street. There are many master handmade shoemakers working in here for many years. I hope the Urban Regeneration Project would preserve and strengthen such dedication and devotion to the art of shoemaking.



# A restoration of underdeveloped area with improved quality of life



Chang-dong and Sanggye were places once envied to be living in. However, the area ended up becoming typical underused parts of the city because of diminished job openings and a shortage of cultural infrastructures. As Chang-dong railroad depot, which hindered the area's development, is being transferred and an economy-based Urban Regeneration plan was completed, an important policy goal in the Urban Regeneration plan is developing 97,000m<sup>2</sup> of lands including these two areas into an economic hub of northeastern Seoul.

Today, economy-based Urban Regeneration project for Chang-dong and Sanggye is divided into several projects. The projects are six primer projects (government supported projects), one ministry collaboration project, 14 local government projects, and three private-led projects, and these projects are divided into three steps. First, the primer projects are the first part of the projects to facilitate the boom-ups of the Urban Regeneration Projects in Chang-dong and Sanggye; these in-progress or completed projects include establishing "Platform Chang Dong 61," Northeast Startup Center, 50+ Campus, arts & culture themed roads, arts & culture creating centers, culture and industrial complexes, as well as improving city appearances and infrastructures.

In the second step of the project, the Seoul Arena Culture Complex, bases for Knowledge-based industry (cutting-edge knowledge-based industry) and innovation, as well as commercial complexes and offices are planned to be established after the Chang-dong Train Depot and Dobong Driver's License Test Center. Lastly, in the third step, an Intermodal Transportation Center will be built in connection with increased KTX trains along the Uijeongbu - Suseo segment and the introduction of the GTX connecting Uijeongbu and Geumjeong), as well as transforming Eastern Seoul Highway into an underpass to improve the transportation infrastructure. Moreover, restoring Jungnangcheon Stream ecosystem and creating a waterside park will create an infrastructure for the citizens to enjoy eco-friendly leisure.

Especially, "Platform Chang-dong 61," which was built in April 2016 for the boom-up of Chang-dong and Sanggye's Economy-based Urban Regeneration Project is being established as a major cultural space attracting outside visitors as well as expanding opportunities for locals' abundant cultural experience. Located in the Changdong transportation parking lot site near the exit 1 of Changdong Station to ensure accessibility, "Platform Chang-dong 61" is a three-story structure constructed with sixty-one shipping containers, boasting vibrant colors and its unique aesthetics. Platform Chang-dong 61 is emerging as one of the major arts & culture spaces of northeastern Seoul, and is attracting numerous visitors throughout Korea and even the world.

By delegating management tasks to a private company specializing in such work, the City ensured the professionalism and efficiency of the management of the space. Notable facilities of the "Platform Chang-dong 61" include a performance venue (Red Box), workshops with experience programs, food and beverage vendors, exhibition spaces, English library, and so forth. Especially, hosting diverse arts and culture performances, Red Box has become a very popular performance venue with some of the best sound equipment in the nation, selling out every performance up to now. Other popular facilities, such as Sewing Factory, where participants can experience sewing and pottery, workshops including Platform Atelier, and Platform English Book Lounge, where children can freely read books in English and learn the language, are major attractions of Platform Chang Dong 61.

However, as the relocation of Chang-dong Train Depot and Dobong Driver's License Test Center is delaying the completion of this economy-based Urban Regeneration of Chang-dong and Sanggye, it will take a considerable amount of time to actually see the fruition of the project. The project is expected to establish the once declining Chang-dong and Sanggye as a newly created heart of northeastern Seoul; diverse projects are currently in progress with that goal in mind.

## Project Strategy



### Providing regeneration infrastructure

- Removing old facilities, and constructing & managing governance
- Invigorating old commercial town with boom-up project including "Platform Chang Dong 61"

### Creating economic vitality

- Supporting entrepreneurs and locals seeking reemployment by building Northern Startup Center
- Creating industrial clusters for local industry
- Development focused on city commerce: including multi-purpose distribution centers

### Creating infrastructure for cultural enjoyment of the residents

- Constructing Seoul Arena, a multi-purpose culture facility
- Creating roads specialized for promoting arts and culture
- Creating arts and culture-related facilities

### Improving physical environments of the area

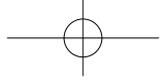
- Switching the entire Eastern Seoul Highway into an underpass; improving metropolitan transportation network by implementing measures such as increasing KTX train frequency and introducing new train line, GTX



## Expected Outcomes



- More jobs and increased city income by creating culture space and startup centers, etc.
- Improved resident satisfaction through vitalizing the area as well as improving the quality of life and living conditions of the local residents
- Expanding economic vitality to the vicinity to encourage companionship among the regions and ensure balanced development of the metropolitan area



## Chang-dong & Sanggye

There was a time that Chang-dong and Sanggye were the model new developing towns after 1980 when many apartment complexes were constructed. However, these places were no longer the heart of the city as the area had no development plan laid out for them, isolating from other developing areas in early 2000s. Such changes took a toll on them, and there seemed to be nothing new but aged apartments in these stagnant, dead area of the town. Seoul's urban regeneration project in Chang-dong and Sanggye area has started from the ashes.

The Regeneration Project in Chang-dong and Sanggye attracted interest of many as a model case of reviving an old part of the city into a new economic center. As Chang-dong and Sanggye become transformed into a new economic center of the area, the changes will revitalize the town economy, create new jobs, provide cultural spaces and improved traffic infrastructure.



### interview

Yoon Tae-yeon (Director, Platform English Book Lounge)



### Making a chance for everyone to experience advanced culture

I have joined to share my experience teaching English in college after I heard the news about the Platform English Book Lounge opening in Platform Chang-dong 61. Since children or children with parents can read books in Platform English Book Lounge for free, the lounge has attracted many people and is loved by them. Moreover, all the books in the lounge were generously donated. I read fairytales written in English to children, and I try to speak to them in English to help them to feel comfortable, free, and happy speaking in English. I am thankful that I can use this place as a part of the Urban Regeneration Project. I would like to have a chance to see people as volunteers read books written in English to the children or hanging out with them, if possible.

# A beginning of the masterplan to create flourishing international business, culture and sports

Establishing the International District in the southeastern Seoul is not only to make a center for Hallyu but also to improve this area as a base center for international exchange and to set a goal for sustainable growth in Seoul as a whole. This project was started to enhance competitiveness on the edges of Seoul in the global community and to create future jobs to fuel new growth in Seoul.

The International District project has been going on in three different areas such as COEX-Hyundai GBC, private land around Jamsil Sports Complex riverside, and Youngdongdaegyo Bridge. First, there will be achieved international business and clustered MICE in private land including Hyundai GBC, Seoul Medical Center, and Korea Appraisal Board. Also, accommodations, international business district, venues, and other commercial facilities will be available to support exhibition conventions and accommodate the needs of people throughout the 105 floors of skyscraper (Hyundai GBC) where around the strategic plot of land where COEX is located.

Moreover, there will be construction facilities such as large-scale exhibition convention centers, accommodations, commercial places, and leisure sites for the citizens around Jamsil Sports Complex-Hangang River-Tancheon Stream waterside. Especially, the deteriorated facilities of Jamsil Sports Complex will be modernized or be relocated.

Developing underground pathways, installing of pedestrian sidewalks as well as leisurely and cultural places are being completed for the citizens of Seoul for improved accessibility and experiences around Jamsil area.

Youngdongdaegyo Bridge will be born again as a place where people can

relax and stay for a while far from a congested place. Youngdongdaegyo Bridge used to have a negative impression due to its heavy traffic. However, it is believed that developing the underground pass under the Youngdongdaegyo Bridge will provide citizens an easier access to the business district as a hub for southeast public transportation. This plan will cultivate an intermodal transit center to increase accessibility with metrorails such as KTX and GTX.

It is remarkable that the three areas in southeastern International district will be born as not only characteristic areas that contains better land value and future sustainable but also as one huge business, culture, and leisure complex. Jamsil Sports complex area will be connected with private properties such as COEX and Hyundai GBC. A center for international sports event and exhibition convention will be provided around the area. At the same time, a huge walkway connected through COEX, Hyundai GBC, Tancheon, Jamsil Sports Complex, and the Hangang River will be available for the pedestrians. The reorganization of the transportation system will make it more accessibility.

The masterplan for creating this Seoul International District will be completed by 2025. Through the plan, it is believed that it would be a successful example of government and private sector collaboration. The newly built International District's long-term plan calls for the public sector to be in charge of major infrastructures while the private sector participates in development projects and investments, keeping the collaborative relationship with each other. And it is remarkable that groups of experts and citizens, and related parties are participating in the plan with diversified efforts.

## Project Strategy



### Base to global business

- Building up business and exhibition convention infrastructure
- Establishing international organization and global enterprise

### Building urban MICE complex district

- Constructing COEX, Hyundai GBC, private sites, exhibition convention cluster connecting Jamsil Sports Complex area
- Building MICE source environment, accommodations, business, and cultural facilities

### Providing center for International sports events

- Remodeling and relocating deteriorated facilities in Jamsil Sports Complex
- Regaining symbolism as a mecca to international sports events

### Setting a center for pop culture business

- Expanding and constructing large scale cultural and concert halls in international exchange complex district
- Making a center for K-pop and utilizing the K-pop center as a famous landmark and concert/performance venues for K-pop artists



## Expected Outcomes



- Creation of a base center for exhibitions and conventions from COEX to Jamsil Sports Complex
- Regeneration of base for international exchange projects with combined effort of private and public sectors
- Cultivation of complex cultural and recuperation places through southeastern waterside of Hangang River to Tancheon Stream
- Securing of sustainable growth of Seoul and future job opportunities



## A beautiful restoration by the villagers' own hands

Iwha-Chungsin, Haengchon, Buam, Dasan, Myeongnyun-Hyehwa, Seongbuk, Samseon, Gwanghui, Changsin Area - these are the names of nine areas where 22 Fortress Villages are included. Among them, diverse resident-led projects were created and executed for 17 villages with completed Regeneration Plan to create a sustainable, village-specialized model. One unique thing about the regeneration of the Fortress Villages is this: the pride the locals had for their hometown as well as their wanting to provide better living condition greatly motivated the residents to eagerly participate in the project. As a result, the Urban Regeneration Project in the villages was entirely resident-led, an unprecedented case in the Urban Regeneration of Seoul.

Especially, in Haengchon district, a model village for urban agriculture, the local residents showed a great deal of initiative and effort for the Project. The hard work of the residents are recognized by a Minister's Award in Exemplary Communities Category from the Ministry of Public Administration and Security. One of the major projects in progress in the area is a community lot called "Haengchon Lots." Through these community lots, many different programs are being offered to the residents. Currently, three Haengchon Lots are being operated, and Haengchon community is planning on opening soon.

In Haengchon Lots #1, the community offers barista classes for the locals, and rents out farming equipment. The lot also has a small exhibition hall showing the history of the village, a study room, as well as a small farm on the roof.

Lots #2 and #3 are serving the communities in variety of ways, too. Haengchon Lots #2 has a farm, and a community of locals called "the Slow Barn," a place where the locals can cook and eat with the crops harvested from the urban farm. Also, Haengchon Lots #3 is a learning place, where the locals can learn about many different things including the fundamentals of urban farming. To promote Haengchon District Fortress Village to the people from other parts of Korea, the district has planned an hour-long excursion



program called "Grown in Haengchon" which includes a day trip to the village and village lots and urban farming experience. The district is also educating staffs for the excursion course to facilitate the program.

Farmers in Haengchon Lots urban farms have been quite adventurous: Not only do they engage in raising many different crops including herbs, shiitake mushrooms, oriental watermelons, watermelons, and Korean cabbages, the farmers are operating plant nurseries to produce usable size of plants from seeding, and even a bee garden for honey bees. Though the farmers experienced many disappointing times as well as a lot of losses during their first year, they were able to overcome such difficult times by encouraging and helping each other, and they were delighted when they first made profits selling the plants, honey, and Korean cabbages that they grew on their own. The harvested crops will be shared with local nursing homes and residents who needs them, and the profits generated by the selling of the crops will be reinvested to create a firm foundation of urban farming. The City provided experts to help them for this difficult project of urban farming. For the success of the farming project, the residents met their expert mentors as much as they could and asked lots of questions to learn all about farming. Now, the residents combined the knowledge and their fervent efforts to create a better urban farm day by day.

Since the 20% of Haengchon district's population is senior citizens, the Project had some degree of difficulty because of the lack of understanding for what urban regeneration is, and what would the purpose of the regeneration be. However, as the Project went on, the locals would provide the needs such as foods and kimchi for the senior citizens, eventually bridging the gaps among the villagers.

Now, the locals are working on facilitating the urban agriculture even more, and are gradually preparing to take over the administration of the village for a more efficient operation of Haengchon Lots by making efforts such as organizing Haengchon District Fortress Villagers' Committee. The proud people of Haengchon now have a hope for a better village as they help and encourage each other, and became united as one, under one purpose called the Urban Regeneration Project.

### Project Strategy



**Constructing 17 unique towns as sustainable models of development: among the towns from nine regions and 22 towns throughout the Fortress wall of Seoul** •Using 35 anchor facilities secured •Constructing characteristic models for each towns

**Carrying out the vitalization of community by establishing Fortress Village residents network**

- Spreading business network by participatory events such as Fortress Village resident festival, and the Seoul Biennale of Architecture and Urbanism
- Publishing life and culture writings, producing value-share programs, making a guide book

**Supporting expense for housing to improve business network** •Expansion of current designated object town of Jangsu Village to include every town in the village

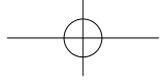
- Entitlement of 50% for housing for each dong limited to KRW 12,000,000



### Expected Outcomes



- Being able to share the value and possibilities of Fortress Villages
- Making a strong community
- Strong autonomy for the people in the community



## Fortress Village

Under the fortress wall of Seoul, there has been a town with a history and life built around the wall. Because of the reason, the area has been prohibited in development. However, people in town made the limitation as their chance to develop and share the value of town. And it also helps for them to make a strong community. Moreover, the town has been changed into a lively historical place supported by Seoul city.



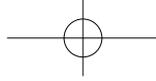
### interview

Park Myeong-hwa  
(President, Haengchon District & Kyonam-dong Autonomy Committee)



### Working Together to make a brighter town that is worth living

It was my turn to take care of the bees the bee farm this morning. Also, now I am making some foods to share with elders. The foods to share are made in the Slow Barn once a week from the members of the community. We save money for them, and we use ingredients from our gardens for the food. In 44 years, I have never seen my town as energetic as this. People in town participate actively and they always wake up in the early morning to serve others. I hope my town would be a brighter place and a town more worth living in.



# Aspiration for rebirth into a town of arts and culture: Natural scenery of Namsan and vibrant lifestyle combined



The town of Haebangchon began to form when people from North Korea settled in the area after Korea gained independence from Japan. The town used to be the center of the knitting industry in the 70s and 80s, but as the knitting industry rapidly declined in the 1990s, the town declined also; along with the restrictions on the building height being imposed, the living condition of Haebangchon worsened, causing extreme inconvenience to the residents. To establish and extend a new residential area regeneration model in the area, the City decided on the Urban Regeneration Project of Haebangchon in terms of the town's physical and socioeconomic aspects. Upon the decision, the residents joined their hearts to regenerate the declining town into a town of arts and culture based on the city's regeneration plan.

Haebangchon's regeneration gained momentum as young craftsmen, artists, and celebrities gathered around the town, making the town more lively. Eight Projects focusing on strengthening industry, culture, and resident abilities of Haebangchon are currently in progress. As the Project is being completed, the Projects are not only improving the life of the locals, but also are establishing a firm foundation to cultivate the town's self-sustainability. Among the tasks, improving resident abilities is something the community puts above everything else. Though the result may not be visible, the community is putting forth a lot of effort on improving the resident abilities through resident-led projects and village learning centers. As the Project progresses, these projects and learning centers will aid in building an infrastructure as well as providing more opportunities for the residents. Throughout the process of planning and running the program, many of the experience programs planned by implementing resident opinions such as the "Knit Making Program" and "I am a gardener, too" put emphasis on vitalizing communities and facilitating communication with the residents than making some products as a result of the programs. Also, other 13 resident-led projects such as Haebangchon Bee Farming, Comma Concert,

and sewing classes have shown positive results while inspiring energy into the town and the residents.

In all these projects, what makes Haebangchon even more unique among other places is that the residents themselves came up with community rules, contributing to the creation of Haebangchon's unique village culture.

Moreover, beginning in coming October, a construction project will commence to build a facility for the locals. A three-story structure with a basement, this community center with a village community conference room, social enterprises, local administrative support center, and multipurpose spaces will be constructed. Also, Sinheung Market, located in the center of Haebangchon, will be going through a thorough renovation of the aged facilities. As the market stood in the middle of Haebangchon since the beginning of the town, the market's aged buildings have the memories of the locals all over the places. However, even if it costs the past memories of Haebangchon, the renovation is a necessity for the safety and improvement of the surrounding environment. Through this repair and renovation project, Sinheung Market is expected to be livelier with an influx of visitors.

Also to reminisce the golden age of the knitting industry in Haebangchon in during the 70s and 80s, projects to establish workshops implemented with contemporary style as well as to support vitalizing the knitting industry are in progress. Ultimately, the Project aims to support young craftsmen, artists and designers to settle down in Haebangchon and establish their businesses, and encourage them to contribute to the local economy. For this purpose, diverse marketing and advertisement strategies will be considered, which includes developing a brand of Haebangchon as well as developing a sales platforms for individual entrepreneurs and artists.

The Urban Regeneration Project of Haebangchon is going forward as Seoul, local government, experts, and the local residents make small changes in the town, see how it works, and find a better way to get the best result as they push to the end of the Project. Definitely, Haebangchon's Urban Regeneration Project would be the prime example of "Little things make big changes," and it will make a great positive change in the community possible.

## Project Strategy



To develop a center of creating jobs for young people and art workshops to improve the environment by markets new market around Haebangchon

- Installation of an arcade
- Repairing of the drain and paving road
- Providing a shelter and fire protection system

Making a base for community to provide public facilities

- Exhibition and knit workshop for place to work
- Study room for kids
- Regeneration Support Center

Promoting and vitalize the local economy by creating themed streets

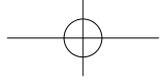
- Paving road by granite stone
- Providing an observatory and making themes
- Recording facilities



## Expected Outcomes

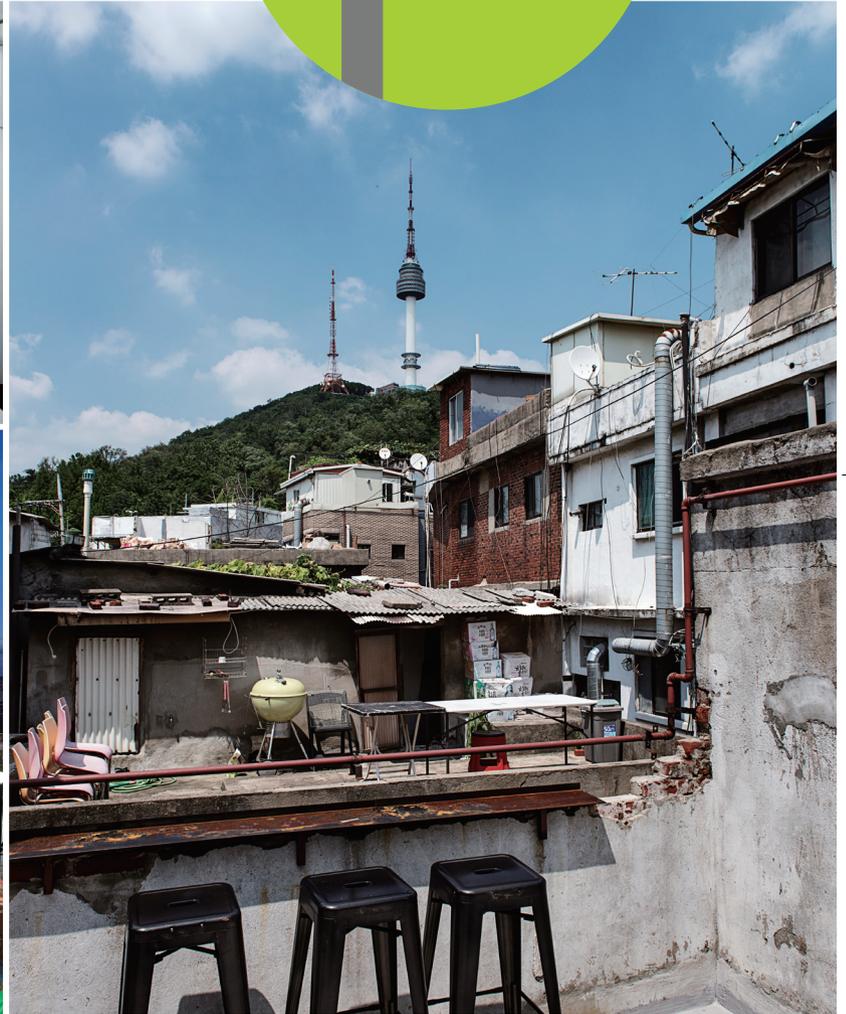


- Enhancement of autonomy by strengthening the ability of people in town
- Constructing infrastructure for young starters in arts and culture
- Activate the regional economy and growth of migrating population and visitors



## Haebangchon

Haebangchon used to be backward place since it proudly has a pleasant environment in nature even though it locates near to Namsan Mountain as well as in the middle of Seoul. However, artists have moved here and this place has started to be busy. And Haebangchon has started to be a cornerstone of a town of arts and culture which was supported by people in town because markets, culture, and Seoul have supported the development of the town.



## interview

Hwang Jun-hwan (Owner, 24-7 Candle in Haebangchon, Sinheung Market)



## A simple dream of a young craftsman

I've moved here since 2016, because I liked the area encompassing Gyeongnidan-gil Road, Itaewon, and Namsan. I rented my place out in the middle of the area. I don't think I can really see the population or traffic increasing, but I like the changes happening here. I'm thinking about working together with owners of cafés, bookstores, and workshops near my workshop. Then there must be more visitors here. I just want this rent rate to be maintained for young craftsman and artists like me.



# A strong community redesigns the village culture

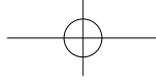


## interview Won Bo-ra(Director, Amsa-dong Youth Table Community)

### Young generation standing in the middle of regeneration

Since I was born and raised here in Amsa-dong, I have always been interested in doing some valuable and meaningful works for my community. I'm in charge of the Youth Table after I found out about the Urban Regeneration Project. The Youth Table has started from young people who eat alone, and the young people decided to gather, cook food and eat together. After that, there has been a platform preparing for a learning program. It was possible for us working together. I'm not sure about more changes happening here, though. I will manage the Youth Table thinking about what young people need and what they want to share. I hope this place would be opened to every young generation in Amsa-dong to communicate.





## Amsa-dong

Amsa-dong is a typical residential area with 85% of residential buildings are for single households, multiple households, and apartments. However, Amsa-dong does not attract people because of its obsolescence, the lack of parking space, as well as compromised area safety. These worsened living conditions have caused populations to move out of the area frequently, further causing the loss of commercial competitiveness, and the decline of the town in its entirety. To discover local resources and potential, Amsa-dong decided on the Urban Regeneration Project for a total makeover of the town. As they go on with the Project, people in Amsa-dong are creating a passionate community for a better place with a better culture.

Imagine a town with aged low-rise residential building, a street where sidewalks and car roads can't be distinguished -- this, a rather dire picture of a town is the current situation of Amsa-dong. The Historic Site of Amsa-dong, which 140,000 people from around the world visit annually, is not fully utilized to its potential despite its true worth. Likewise, though Amsa-dong had many valuable assets, including environmental, human, industrial and cultural resources, the inability of adequately utilizing each of the resources as well as connecting and combining each of the resources has not only halted the development of the area, but seriously prevented future possibilities. This is the very reason of the beginning of the Amsa-dong Urban Regeneration Project; through the Project, Amsa-dong will be restoring the ties within the area that had been cut off, as well as connect and combine necessary elements to facilitate growth and enhance competitiveness of the area.

The residents of Amsa-dong began the Project with improving living conditions. Considering the higher ratio of families with younger couples and preschool children in the area, the unsafe road conditions where cars and pedestrians are haphazardly jumbled must be improved as soon as possible to prevent accidents. To solve this problem, pedestrians priority sidewalks are created, and surveillance cameras and LED security systems are replaced to create a safe, caring town. Sidewalks named "Comfortable Way" are created to provide spaces enabling residents, including the elderly, to rest whenever they need.

Even after the Urban Regeneration Project has concluded, many different efforts to vitalize local communities are being considered and are underway for a sustainable, continuing regeneration and development of Amsa-dong. Shared by eight different communities, "the Community Garden" in Amsa-

dong is a space for diverse activities to build up and support the community. Such activities include cooperative childcare, baking classes, youth meal sharing, and free clinic and food bank for senior citizens who live alone. Also, an Anchor Facility projected to be completed in 2018 will be equipped with performance stages, a shared kitchen, workshops, and resident conference rooms, and will become a base for the local community.

Especially, a cafe for the elderly will be on the first floor of the building, serving to vitalize the life of the senior citizens.

To restore the local economy, more projects including a village farm, youth food trucks, and revitalization of Amsa Market are also in progress according to the Project schedule.

The "Historic Site of Amsa-dong", one of the greatest assets of Amsa-dong, will be connected with a "Prehistoric Trail", a trail with stories of the historic site. This trail is created by expanding pedestrian walkways while minimizing vehicle traffic, and such a change will provide a comfortable experience for the visitors as they experience the stories of the prehistoric era as well as enjoying the robust culture within the historic site.

After all, every single one of the residents wanted one thing: a safe village in which to live with a better living environment. The town had what it takes to accomplish the goal in every aspect, except they did not have the means to communicate. However, now thanks to the Urban Regeneration Project, the town is able to find the means to communicate effectively to solve problems for a common good. The locals are now able to exchange opinions and thoughts on an issue in the community conference room, improve their abilities through education program, and cultivate communities with people sharing same goals. The Project even enabled the locals to experience urban farming while they raise crops in a rooftop urban farm, as well as receiving relevant education.

As the Project goes on, the residents of Amsa-dong are realizing the transformation of the town, experiencing the joys of community, and discovering the true worth of where they belong. Now, everyone is putting forth their best effort to make this place a better, happier place for everyone!

## Project Strategy



### Reconsidering the ease of residence by upgrading safety, crime prevention, and amenity Introduction of design vocabulary for segregated pedestrian streets

- Replacing old safe lights, constructing CCTV, upgrading base facilities for safety
- Improving major functions of old houses

### Community activation based on resident abilities

- Strengthening the ability of town residents by operating Urban Regeneration town schools and applying town projects actively
- Supporting active community and operating customized community programs for all ages, groups, and demands
- Providing place and base for anchor facilities to operate community program

### Connection between history and culture

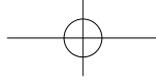
- Making "the Historic Site of Amsa-dong" themed street using historical and cultural relics
- Activating an urban street holding various events, a local fair, and operating community programs
- Constructing an experience tour route connected with resources from the nearby area



## Expected Outcomes



- Establishing a better relationship with people in town and strengthened community capacity cultivated by activities from community and consultation groups
- Busy and strong community established through its history and culture
- Promoting quality of life by improving functions of houses and making a safe town



# Creating a happy town where workplaces, resting places, living spaces and communities exist in harmony

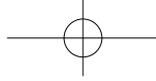


**interview** Yoon Yeon-ju (President, Seongsu Urban Regeneration Committee)

## Sharing, positive changes, to regenerate

The idea of regeneration was unfamiliar for me when I first heard about the word. So I attended classes and schools to study about regeneration. As a result, I'm proud of suggesting 250 items for future projects, and making the town better on our own. Redevelopment and rebuilding would bring us new things, but these will not keep the present. Because of that reason, regeneration is the perfect way to preserve our life here as we develop our town, so that we can pass it over to our next generation. Still, there are many low-income groups and small business owners in Seongsu-dong, but I hope that those people will not be ignored and be able to thrive in the town together through the regeneration project.





## Seongsu-dong

For past 60 years, Seongsu-dong has been a coveted semi-industrial district located in northeastern part of Seoul, continuously offering jobs to the locals. However, there have been a notable decline of city along with the decline of local businesses such as handmade shoes, and aged city facilities and lack of infrastructure made the living condition of the city worse, as well as gentrification being intensified in the town at the same time. Though the town has many issues at hand, people in Seongsu-dong are dreaming of creating a happy and warm-hearted town as they are led by the Seoul Urban Regeneration Project.

Seongsu-dong is one of the most popular parts of Seoul these days. The change began from the change in local industry, as well as economic change caused by such industrial change. Along with the traditional industries of Seongsu-dong including handmade shoes industry, the new influx of IT companies to the area has provided stable job opportunities to mid- to low-income people. Also, as 80 and more social enterprises, cafes, workshop, and galleries are established around Seoul Forest, these places became venues to communicate with the local community, and began to attract people from outside of the community also.

Seongsu-dong's advantages don't end here; its diverse historic and cultural resources, beautiful natural scenery, as well as the recent change from industrial district to a town of arts and culture are more factors that attract more and more people to this part of Seoul. While Seongsu-dong is dealing with its own problems, positive changes are also happening in the area simultaneously as two different sides of a coin. To solve problems faster and facilitate positive changes even more, Seongsu-dong decided on a community-centered urban regeneration.

The project involves forming a resident committee with four different departments dealing with different issues, a local residents department, small business owners department, arts and culture department, and socioeconomic department, created to vitalize local community. By operating local resident workshops, the Urban Regeneration Academy as well as diverse programs offered to the residents, the committee strives to strengthen resident abilities and the connection and unity with existing local communities.

Especially, diverse resident-led projects including creating archives with local characteristics, sharing of local resources, creating unique sidewalks and streets, and providing more cultural opportunities for the underserved local populations have gave the locals a chance to discover and develop local resources and solve problems on their own, and motivated them even further for the fruition of the project.

As the local community's effort for regeneration continues, the City is engaging in improving the living condition of the residents through the Urban Regeneration Project. Changes include the renovation of lower bridge pillars

connecting Seongsu and Ttukseom Stations, improvement of back alleys safety and environment and constructing a circular bike lane connecting Seoul Forest and Hangang River bank. Also, workplace restoration will be accomplished by a project creating an industrial innovative space using a container box, occupied with unique spaces including a Social-Fashion School, a Re-Up Workshop and a Youth Innovation Center.

Moreover, using the local culture, the streets of Seongsu-dong will be repainted with vibrant, unique colors, including the Handmade Fashion Street, Living-Culture Street, Innovation-sharing Street and Diesel Train History Trail. Such changes will provide many interesting things to enjoy for the locals and the tourists, and are expected to contribute to the vitalization of the local economy.

Especially, Seongdong Win-win Urban Center, which is a recently completed anchor facility, will be a pivotal facility to encourage local participation in the local community as well as to strengthen resident abilities by providing education and spaces for discussion. Also, Nanum Sharing Center, a facility that will be completed in 2018, will be operated by the local resident union, and equipped with cafe, bakery, restaurant, conference rooms, and spaces for elderly. When the Urban Regeneration Project concludes, the space will be the venue for businesses by the local residents. The residents will make profits while running businesses from the abilities that they will have acquired up to the point from the Urban Regeneration Project.

Three years since the Urban Regeneration Project began, many great accomplishments during the time were made possible with careful planning and the fervent effort of everyone involved: the citizens, small business owners, artists, social enterprises, and everyone else. With the hope of leaving no one behind due to an unintended aspect of the development, every single member of the community has put forth a great deal of effort. Such efforts, including projects for protecting existing industrial ecosystem as well as an integrated restoration of the community, was done to turn Seongsu into a town where everyone can prosper and live happily.

Though the Urban Regeneration Project will conclude eventually, the journey of searching for the special worth unique to Seongsu-dong through an abundance of local resources will continue for the bright future of Seongsu-dong.

## Project Strategy



**Community revitalization** •Continued communication and implementation of opinions from local residents, employees of local industry and businesses, socioeconomic entities, and artists •Strengthening resident abilities and expansion of direct participation of residents through resident-led projects to create a basis for sustainable change •Establishing community union and resident committee to enable locals to lead the urban regeneration process

**Integrated regeneration** •Regenerating work to active local business environment •Improving quality of life to improve town atmosphere •Using local resources to develop culture and art, creating local culture experience tour route •Building the Seongdong Win-win Urban Center and Nanum Sharing Center

**Upgrading local business** •Integration and combined sponsorship of local industries including handmade shoes, local businesses, IT industry, and social enterprises •Fusion of businesses in Seongsu-dong, constructing spaces for industrial innovation •Constructing an experience tour route connected with resources from nearby area



## Expected Outcomes



- Actualizing urban regeneration led by the Seongsu-dong community
- Creating special value for Seongsu-dong and vitalizing commercial activities using various local resources
- Constructing safe town to rebuild environment

## A rising town bustling with the youth and their vitality



Sinchon is a place of romance and youthful passion; it is a home ground of young college students, a hideout for younger students admiring the college lifestyle, and a good old place that brings back the memories of youth for the middle-aged. The universities are still in Sinchon, but the atmosphere of the area was becoming more desolate as the college students began to focus on preparing for employment and have less social life, causing the once-flourished businesses to move out.

As the town became older, the dreary atmosphere worsened, and it seemed like Sinchon will be forgotten for good even by the students and youth in the area.

But as the City selected Sinchon as one of the pilot area for the Urban Regeneration Project, the opportunity to turn this around has arisen. The local residents, business owners, universities, students, local activists and government office gathered for the makeover of Sinchon, and concluded that increasing activity of the younger population in the area by reviving the old town center would be the solution to the problem.

For this Project, the locals created a resident committee, and strengthened the community by planning and executing a variety of resident-led projects. Such projects include local photography exhibitions, street beautification and festivals as well as local webzines, and these projects served to positively change the people's opinion of the area. Also, creating the Sinchon Community Space provided spaces for local business owners' conferences, resident committee meetings and student seminars.

Another meaningful project aimed to restore the student culture of the Sinchon area was the Open Campus Project. The Project involves providing open courses to the students with cooperation of each schools in the area.

Through the project, the trust between Sinchon, schools, and students were restored, the local student activities were facilitated, and most importantly, such changes enabled the community to form a win-win cooperative relationship with each other.

Moreover, to rescue the area's suffering from a rapid decline of commerce and to vitalize local economy, Ewha Women's University area was reconstructed as a unique area of commerce by transforming the old alleys in the area. Ewha Startup 52nd St., Youth Mall, and Ewha Fashion Culture Street are the fruits of the Project. Through the Project, the community provided business spaces to the students by renting unused spaces, and offered abundant support for the students, such as providing expert consulting and education for business administration. Notably, shops in the Ewha Fashion Culture Street are growing together through this Project. They've created a joint brand and run a showroom together, becoming a model example of cooperation.

The Advanced Base of Youth Culture, a vital facility to be completed in mid-2018, will invigorate the youth culture of Sinchon. The facility will support young artists and culture content creators, and operate a support program for cultural endeavors and entrepreneurship. Relevant projects for the facility is currently under progress by organizing a project committee from four different youth culture organization currently active in Sinchon.

As a result of the Urban Regeneration and continued efforts, Sinchon is finally gaining its vibrant, lively atmosphere back. Empty streets are now filled with stores full of customers, and the locals and youth are actively participating in diverse local activities and projects. As the Project progresses, Sinchon will soon be known as the center of youth culture and young entrepreneurs, filled with people and their vibrant energies. Because the they youth, the most precious resources to realize everyone's hopes and dreams, are here, in Sinchon.

### Project Strategy



#### Vitalizing youth culture in Sinchon through creating the Culture Creation Campus

- Establish a cultural platform in Sinchon
- Improve living spaces in town, repair parks and other facilities
- Establish the advanced base for youth culture in Sinchon; strengthen its connection to the heart of Sinchon

#### Vitalizing Sinchon's town economy by creating unique street business district

- Projects to improve business spaces: including agreements dealing with seven major streets and block environment as well as improving general environment of the area
- Support startups by young entrepreneurs and other relevant support projects
- Establish and implement an expert consulting system to improve the ability of business owners

#### Vitalizing Sinchon community with universities, locals, and government

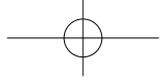
- Promote support and aid agreements among universities, business owners, residents, and local government offices
- Initiate projects to aid the youth to find a place to live; including projects such as "Goodwill Rentals", connecting the landlords and young tenants in the area
- Provide information on home repair support project and lending necessary equipment to the ones that need them



### Expected Outcomes



- Reestablish the reputation of Sinchon as a heart of youth culture in Seoul; facilitate local economy by attracting more visitors
- Establish a system of mutual support and aid by restoring trust among schools, students and local communities
- Improve living condition and facilitate businesses in the area by improving conditions of streets and alleys



## Sinchon-dong

Sinchon used to be a university town crowded with university students and the youth population. Young people studied and had a dream by making their own culture. Recently, other towns have risen and Sinchon has become an old town without the young atmosphere. To bring the reputation of Sinchon back as a center for youth culture, universities, owners, people, and young people in the town bound together. They are ready for better swings.



### interview Kim Bong-su (Officer, Sinchon Resident Committee)



### Finding identity of Sinchon again by hands of people in town

I was born and raised here in Sinchon, and I'm even running my own business here. But I can't find the culture that I experienced and enjoyed when I was in my teens, 20s, and 30s. Sinchon used to be a melting pot with music, theater, publication, and multiple cultural contents. I hope Sinchon once again will be famous for its robust cultural contents, and I believe the urban regeneration project's role will be crucial to make Sinchon a great cultural place again as the project created bases for networks which organize relationships to build merchant association, youth group, culture group, university students groups. This year, the relationship among the groups were strengthened. We've built the faith that we could make the best happen when we are working together. It was the best for us.



# A haven of villagers dreaming of a happy life ever after



Since the opening of Hangangcheolgyo Railroad Bridge in 1937, Sangdo-dong became a gateway for the Gangnam area opening up to Seoul. People would gather around Guksabong Peak, forming a town located in current Sangdo 4-dong. In the past, Sangdo-dong used to be a new, rising residential area south of the Hangang River with increasing population and an expanding town until the 1960s.

However, Sangdo-dong was excluded from development plans while Gangnam area was developed, and being one of a few places that did not go through the large-scale rebuilding and redevelopment throughout Seoul, Sangdo 4-dong gradually began to decline due to the declining town economy, aging residential buildings, and general aging of population as the younger population left the area.

Especially, the geographic condition of the area became the primary reason that prevented the further development of Sangdo 4-dong, including hills and uphill roads with average 8° slope along with Guksabong Peak, and the narrow alleys and low-rise buildings in the area further complicated the matter. Though the population of Sangdo 4-dong was 1.7 times the average population of Seoul's residential area, the area had the highest urban decline index in Dongjak-gu due to the previously mentioned obstacles.

However, when Sangdo-dong was selected as a pilot district for the Urban Regeneration Project on December 26, 2014, budgets have been secured for many relevant projects for regeneration as well as revitalization of the area and the people were filled with expectations of changes to come. In this process, the most crucial thing was to create resident committees to create plans for town revitalization by encouraging residents to willingly participate. During the process, Sangdo 4-dong is revealed to have really positive conditions compared to the degree of obsolescence of the town; it is the fact that the residents are still actively continue to live on, and that the residents have such a strong will to revitalize this town into a healthy and safety community

as well as to restore the town economy. Since a big portion of residents lived in the area for a long period of time, the residents had a strong sense of community and unity. The town had 26 different community activities going on already, and the residents had higher interest in the Urban Regeneration Project of the town.

As the Urban Regeneration Project of Sangdo 4-dong commenced in 2015, a resident committee was organized; public hearing and discussion of the projects, resident-led projects and suggestions for such projects were actively continued through the committee. Now, 13 primer projects sponsored by the City, as well as other projects supported by Dongjak-gu and the City are currently in progress in the town.

These projects include improvements in sidewalks and signs in Dokkaebi Market to provide basis for town economy regeneration, and opening of "You & I Sangdo Community Space," a community space for the locals, has facilitated education, meetings, and other community activities of the villagers. Moreover, message signs that also serves as nighttime light sources were distributed throughout the alleys to ensure safety throughout the village, and repairing and opening the graveyard site of Grand Prince Yangnyeong is almost over, as an effort to utilize this local historic asset.

Another exciting change to come is that the Resident Multi-purpose Culture Facility will be completed soon and be utilized as a central part of the town community activity, and other resident-led projects to improve resident convenience, including installing more safety facilities in needed areas, creating rooftop garden, and road renovation to ensure pedestrian and parking convenience are currently underway to bring about beneficial change to the people's life.

Using the Urban Regeneration Project as a leverage, Sangdo 4-dong is looking for a suitable model for economic independence and striving to improve resident abilities to vitalize the town economy. As they go on this Urban Regeneration Project, the residents hope that they will be able to enjoy a safe and happier life longer in the area. Through the Project, Sangdo 4-dong will again become a place attracting people to come and live, as they find hidden gems in the town.

## Project Strategy



**Creating a safe town** •Create safe playground and street parks •Create a town safe for children and the elderly •Create a town where children and the elderly can live happily

**Creating an eco-friendly, "Green" town with history and culture** •Create a community facility by opening up the graveyard site of Grand Prince Yangnyeong to the public and educate tour guides among the residents •Create a themed historic trail by using local historic and cultural resources: Connecting the graveyard site of Grand Prince Yangnyeong and Guksabong Peak •Transform the town into an eco-friendly, energy-conserving village by promoting installation of solar energy panels and village farms

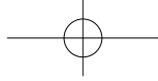
**Vitalizing town economy and community** •Vitalizing businesses in streets / establish and operate shared houses for residents •Create anchor facilities to support community activities, such as children's activity, resident conference and counseling, and performance halls, etc. •Strengthening resident abilities by establishing resident unions and supporting resident-led projects



## Expected Outcomes



- Completion of resident-led integrated regeneration: in social, economic, cultural aspects
- Securing safe and better living conditions
- Facilitation of local economy by creating Community Shared House for the Youth population and history-themed trail



## Sangdo 4-dong

Sangdo 4-dong is an area subjected to a neighborhood regeneration due to its urgent need. What makes Sangdo 4-dong special is that it is a town with residents that has lived in the town for the longest period of time compared to any other parts of Seoul. Instead of pushing an abrupt and systematic redevelopment, the Urban Regeneration Project of Sangdo 4-dong is determined to focus on the opinions of the locals that lived here long enough; the regeneration is aimed to create a space where everyone can live safe and happily, and to develop ways to recover the town economy by utilizing historic and cultural resources of the town. As the residents propose ways to improve their town and realize their goal on their own, the community is becoming stronger than ever.



### interview

Park Young-ran (Member, Sangdo 4-dong Resident Committee, Dept. of Safety)



### The town to be transformed by the will of the locals

I lived in Sangdo 4-dong for my whole life, for 56 years. I've seen the decline of the town myself, so I have high hopes for the Urban Regeneration Project. Our town has many advantages for the Project; a mountain nearby creates a cozy living environment, and the graveyard site of Grand Prince Yangnyeong is also an asset to the town. But above all, the residents are very enthusiastic and willing for the change, and since we know everyone in the town, the town's unity is the best asset that we have. I'd say we still have the characteristics of traditional local community in this area, too. We are expecting that the town would become livelier as the declined areas are further developed and new residents are introduced to the town.



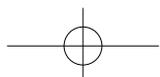
# The village with stories for each and every streets, as the neighborly love flows within

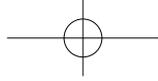


## interview Kim Young-ok (Jangwi-dong Resident Project Participant)

### The life with neighbors: Communicating and coexisting for the village

I participated in one of the resident projects called "Mood Up with Fragrant Soaps!", and I just finished the construction of solar energy panels, which is another project going on around here. I am so grateful for this village restoration project, as it keeps the children from leaving the village that they were born and raised. Not everyone needs to live in those expensive apartments? I think Seoul needs more of the places like here, a safer, cleaner, and prettier village where we can live in safely for a long time. Many residents think so, too. As we raise vegetables in the village farm and have conversations through the "Village Making" program, we grew to understand each other. These days, Jangwi-dong became a people's village in a true sense, where people can eat together, and make the street more beautiful.





## Jangwi-dong

When Jangwi-dong was selected to be one of the areas subjected to the Seoul New Town Development in 2002, the local residents of Jangwi-dong were excited and worried at the same time. Jangwi 1-dong, Jangwi 2-dong, Jangwi 3-dong, and other 15 areas were designated to be developed at that time, but the development plan had been delayed without any progress. Since then, 10 years has passed, and the town was stuck in time for the whole time, waiting for a breakthrough.

Beginning in 2014, starting in areas 12 and 13, which are about the half of Jangwi 1-dong, the area gradually got excluded from the New Town Zone. Though some residents thought it is a shame that Jangwi-dong is no longer in the development plan, the change reminded the residents to reconsider Jangwi-dong as “Our village”.

Jangwi-dong was already an old town. However, the Urban Regeneration Project received attention as the only one alternative to bring back the value of Jangwi-dong, because the village had deteriorated for over 10 years without any significant change. The Regeneration Project since 2015 brought forth the needed change in Jangwi-dong, making the village newer, safer, and happier.

The purposes of Urban Regeneration Project in Jangwi-dong were to make a good residential environment, to facilitate communication among residents, and to vitalize the town economy. The Regeneration Project developed along with the primer project, which are projects sponsored by the City government, as well as projects sponsored by Seongbuk-gu’s local governments. Among the Project objectives, improving the residential environment was considered to be the most urgent task. To make such improvements, streets become safer and more convenient, and the town was reconstructed in an eco friendly way. Also, the regeneration focused on providing public facilities and amenities for residents.

Especially, the aged residential building remodeling sponsored by the City is now actively in progress to improve the quality of life while preserving the unique character of Jangwi-dong; these characteristics include a higher ratio of detached houses as well as the historical mixture of richer area and common residential area. Besides, residents became the designers of the town to decorate walls in streets with their old pictures, paintings, or sculptures. It will be the “Street gallery” of Jangwi-dong. Also, they’ve created flower gardens in streets to make a cozy and charming atmosphere. Moreover, installation of water bank(storage tank) and solar panels transformed the town into a more eco friendly one than before.

With “Three neighbors can make a change” as the catchphrase, Jangwi-dong is trying to facilitate communication among the residents. There are projects stemmed from the catchphrase, such as repairing resident’s house, flea markets, Jangwi Music Festival, soap craft, and other opportunities to experience traditional culture and play game, as well as making Jangwi Saerom Street (Street gallery), etc. to boost local participation in the entire Urban Regeneration Project of Jangwi-dong.

Moreover, activities to create a community where the neighbors are closer,

and to strengthen the resident abilities, the plan to renovate the House of the architect Kim Joong Up, which is located in Jangwi 1-dong, into a Complex-Welfare Culture Center are on the way after the primer project. Through this Culture Center, the district plans on educate village guides that explain and advertise Jangwi-dong area, as well as letting the residents work on the urban farm. Also, to vitalize the village economy, a thorough renovation around the Janggok Market, which is within the scope of the project, will be done, and a CRC will be established after the completion of the primer project to effectively manage and solve regional problems, such as managing deteriorated buildings and creating parking spaces. As the residents will participate in these aforementioned projects based on the abilities they have been cultivating throughout these years, the Project is expected to be a true resident-led village restoration, rather than the government agency being the sole executor of the project.

Jangwi-dong is quite different from other districts that are subjected to Seoul Urban Regeneration Project in terms of its conditions. Since Jangwi-dong is one of the main residential districts established after the Korean War, the district has diverse remnants of the past times such as the size and types of the residential buildings. Therefore, the renovation of Jangwi-dong is primarily focused on improving the living conditions of the residents and cultivating resident communities, rather than vitalizing the economy. Therefore, instead of building new buildings and developing the area recklessly, the residents prefer preserving the present living area and focusing on making the village safer and more convenient, attracting people to continue living in Jangwi-dong. It should be noted that this would be a great example of residential renovation that accentuates the merit of Jangwi-dong, where different lives of the residents coexist, intertwined.

Other advantages of the Jangwi-dong are the influx of many new residents wanting to live in Jangwi-dong for the long-term with the cancellation of the Jangwi New Town Project, as well as the new possibility of improving the region’s value while the existing and new residents live in harmony. Even now, the residents are comfortably raising children, happily living with the family, and gathering wise ideas to make this happiness a lasting one as they live on.

## Project Strategy



### Improving residential environments

- Creating a safe and convenient sidewalks and themed streets
- Creating an eco friendly town with implementation of urban agriculture and renewable energy
- Creating more facilities for locals such as cultural spaces primarily for the younger population as well as multi-purpose public parks

### Residential culture: Communication

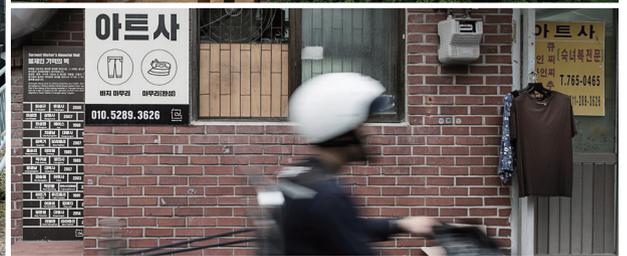
- Providing roots for cultural enjoyment: by making efforts such as creating a Multi-purpose Welfare Cultural Park at the site of Kim Joong Up’s house
- Providing town guide class, handicraft classes, and urban agriculture class for improving residents’ abilities
- Promote resident-led projects

### Vitalizing town economy

- Improving environment of Janggok Market to revitalize the local economy
- Establishing CRC (Community Regeneration Corporation) to carry out the management of the whole town



# A happy village with a variety of historic resources



## interview Lee Soon-jin (Volunteer, Paik Nam June Memorial Museum Café)

### When the residential efforts to contribute to the community flourishes

I began to volunteer at here since March of this year (2017), and currently I'm volunteering here with 12 other people. For the volunteer opportunity, I took barista classes for three months. I was a little clumsy at first, but I've gotten so much better at it. I've lived in this area for 50 years since my teenage years, and it was really heartbreaking to see the area deteriorating for past 10 years because of the New Town Project. However, as the Urban Regeneration Project progressed, the town became a better place to live, and many residents would actively participate in the village works, including me. I'm excited to see 10, or even 20 years later from now on, because our active participation will be an opportunity to actually contribute to the local community, and what we've accomplished as well as what we will accomplish in the town will return to us as more benefits and improved welfare.





## Changsin & Sungin

Since Changsin and Sungin Districts were designated as New Town Development areas, the areas were abandoned over 10 years without necessary repairs and maintenance, causing a great deal of inconvenience to the residents. When the areas were excluded from the New Town Project, the residents were extremely disappointed on top of the inconvenience that they were already feeling. However, when the area was chosen as one of the pilot areas for the Urban Regeneration Project in 2014, the flame of hope was reignited. The residents are now able to do many more things through diverse, resident-led projects and town learning centers, and the people in Changsin and Sungin are taking their first steps to happiness as the villages are being restored to create a better living environment.

The “Top-of-the-hill Market” that opened in Naksan Children’s Park, “Alley neighborhood meeting,” where the locals played instruments and performed on stage, “Playground Transformation Project,” where children voiced their opinions in the transformation, and “Everything Arts Festival”... these funny names are the events that went on in Changsin-Sungin Area through resident-led planning and execution. There were 104 resident-led projects for the last four years, and 1,155 locals participated in classes provided in the Village School.

The residents of Changsin-Sungin Area showed a great deal of support and participation for the Urban Regeneration Project as this area was the first area for which the Seoul New Town Project was canceled. The sudden cancellation caused agony to residents as they went through difficult times. For that reason, the beginning of Changsin-Sungin Urban Regeneration Project was somewhat different from other places. Instead of following and producing results from what the city has roughly decided according to the blueprint, the residents took complete control of the Project by discussing and deciding everything on the project, such as the direction, methods, project details, and even continuation of the projects through the resident committee.

Though such autonomy might have been difficult for them without having a government directive, the residents had faith that they would be able to bring out the result that they desire as they gain more experience, and that the experiences to execute such projects would become an important basis for maintaining the change of the local community even after the Project was completed. Such initiatives and enthusiastic participation were made possible by the residents’ love for the town; instead of trying to making the town appear nice to the outsiders, they focused on improving the actual living condition of the town that affects the residents. By making such improvements, the

residents wanted people to stay and live in the town even after two or three generations.

Many meaningful changes have been made in this Changsin-Sungin Area, encompassing four different Dong districts. First, a Shared Resident Facility was established for each Dong to provide spaces exclusively for the local citizens. Among these facilities, a small cafe within Paik Nam June Memorial Museum is run by locals that have a great deal of interest in coffee. The cafe is providing comfort to the people visiting the town from outside, and serving as a salon for the local residents. Also, a construction project for Sewing History Museum in 647 Alley, where more than thousand sewing factories are gathered right next to the Dongdaemun Market, is in progress to show its past history as a leading place of Korean apparel and textile industry. In addition, the project involves creating a sculpture carved with the names significant to the industry to appreciate the master tailors and seamstresses as well as to bring a sense of pride to the master craftsmen.

Also, a space where anyone can become an artist, the Changsin Creative Workshop has diverse programs to redefine daily lives as works of art. These programs include handicraft classes such as drawing, crafts and pottery, woodwork classes, and sewing class that allows the visitors to create common items and clothing. Being sponsored by Jongno Foundation of Arts and Culture, the resident committee is in charge of managing the workshop.

Moreover, to introduce the town for the outsiders wondering about the Changsin-Sungin Area of its robust local resources, the town has educated town tour guides, and currently fourteen guides are serving the outsiders in their tour program. Since the establishment of the CRC, about 300 outside travelers experienced this tour program.

During the Urban Regeneration Project of Changsin-Sungin for the past three years, the residents’ abilities have improved greatly, showing visible changes. In addition, the CRC is working hard to facilitate the local economy and create a basis for a virtuous cycle that would benefit the residents and the region altogether.

## Project Strategy



### Promoting pilot projects such as establishing a base for residential regeneration

- Create Anchor facilities including shared facilities
- Create tourist trail of the village
- Create safe sidewalks

### Establishing a system for resident-led, sustainable regeneration after the pilot projects

- Establish a resident-led organization for the Regeneration Project, a CRC(Community Regeneration Corporation; Changsin-Sungin Community Regeneration Co-op)
- Educate the residents for the specific aspects of regenerations, such as establishing a village corporation

### Promoting the quarry area as a landmark for the cultural regeneration of the residential area

- Formulate a basic plan to create the quarry area into a landmark
- Promote and hold an International Design Competition for the area



## Expected Outcomes



- Continue urban regeneration of the Changsin-Sungin area through Changsin-Sungin Community Regeneration Co-op (CRC) and create jobs and profits through the changes
- Strengthen resident abilities & improve living condition
- Vitalize community culture in the area

# A village of people, culture, and more hope



Guro Industrial Complex, which was formed in the mid to late 1960s, was the very symbol and the starting point of Korean economy growth. However, the Industrial Complex declined during the 1990s due to industry restructuring and increased factory relocation. As an alternative, the City decided to recreate the Guro Industrial Complex as an area that fits into the new industrial trend, creating G-Valley that exists now to effectively stall the decline.

Town right across the street that shared the prosperity of the Industrial Complex, however, could not escape the declining fate. As the area was selected for the New Town Development, the development and repair of the town was stalled altogether for 20 years. But then, the sudden exclusion of Garibong from the New Town Plan left Garibong deteriorating for all this time.

In addition to the conflict among the residents over the redevelopment of Garibong, the conflict among the locals, Chinese Koreans and immigrants who settled down in the area after the establishment of diplomatic ties with China worsened Garibong's situation even to the point that people would worry about something would happen at any moment.

The Garibong area is not the only thing that's stuck in the history; the old residential buildings, though it was called as a Beehive due to its dire living condition, had once boasted the highest value in the Gangnam area as the Guro Industrial Complex prospered, are still the same as 20 years ago.

The residents were sad to see the place becoming like an empty island in the middle of a city. However, since the Urban Regeneration Project began in 2016, there were many smaller and bigger changes in Garibong in such a short time period.

Since the town's population is extremely aged and the ratio of Chinese Koreans and immigrants are over 40% of the entire population, it is difficult

for the residents to understand each other, let alone form a meaningful local community that can be united under a same goal. In order to solve the problem, the Urban Regeneration Project is focused on improving resident abilities and strengthening the community through resident-led projects and classes offered through Regeneration schools.

Moreover, shared community spaces such as parking lots and parks are newly created and repaired to improve the appearance of aged town, and the roads and sidewalks are repaired to ensure the safety of residents. In addition, creating anchoring facilities is one of the most important projects in the Regeneration Project. By establishing anchoring facilities, the town is establishing an independent town economy as well as a venue for local residents' communication and education.

Currently, these anchoring facilities are secured by purchasing old "Beehives," a shared living space of Guro Industrial Complex workers, and remodeling them. The Beehives have a high historic and cultural worth as is; but by hosting exhibitions, local resident conferences and events on "Culture Wednesday", the value of the facility is being enhanced. In these anchoring facilities, not only the events mentioned earlier, but other activities including resident-led sewing classes are strengthening the community already. After completing the remodeling of the facility, many facilities including guesthouses, culture exhibition & performance stages, educational facilities, boxed lunch café, and the Korea-China Culture Institution, teaching the Chinese language and culture, will welcome the visitors.

Garibong's streets are giving hopes to the locals because of the coming change. The Uma-gil, the primary business district of Garibong, will be a road symbolizing Chinese cuisine, culture and lifestyle, and serve the community as a new attraction for the tourists. Also, as a background for many popular movies and a part of the historic Beehives that tells the story of Garibong in the time of good old Guro Industrial Complex, Uma-gil will be a valuable route of Garibong that unravels the stories of the town. As a result of the Urban Regeneration Project, Garibong is becoming a town with a proud heritage, multi-ethnic populations living in harmony, and a safe, and happy place with a good local community.

## Project Strategy



### Vitalization of Local Community

- Strengthening resident abilities through resident-led projects and classes provided at Regeneration schools
- Constructing resident communities and committees to solve conflicts; strengthening governance

### Vitalization of Living Environment

- Improvement in town living environments and creating safe sidewalks
- Build parks, parking lots, and garbage disposal facilities
- Installing shared fire extinguishing facilities for a safer village

### Facilitating local economy and cultural experiences

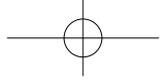
- Creating Anchor Facilities using old "Beehive" structure where many factory workers lived together
- Creating Uma-gil (Uma road) to utilize the local Chinese immigrant culture as a tourist attraction as well as to facilitate the local economy
- Creating a Garibong Route, experiencing the history and culture of the old Garibong area



## Expected Outcomes

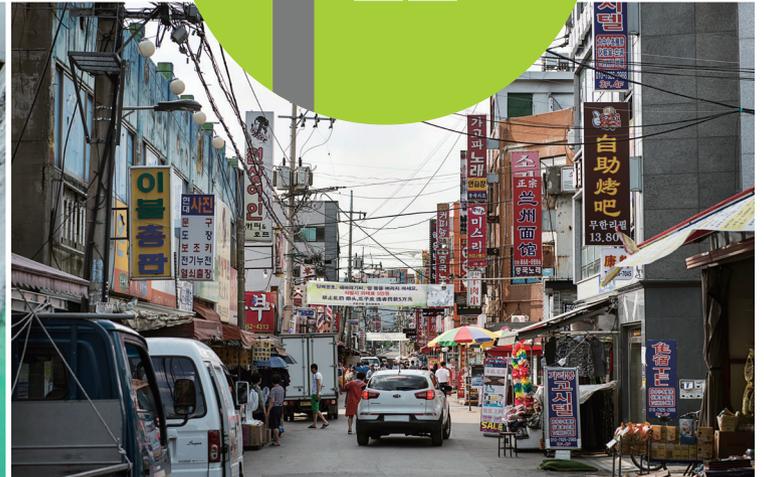


- Completing resident-led integrated regeneration: Social, economic, cultural regeneration of the area
- Securing a safer and more satisfying living environment
- Vitalizing local economy by completing shared house for the youth and history-themed trail



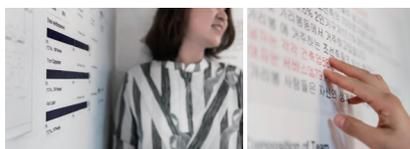
## Garibong

Garibong is a living witness of the industrialization era of contemporary Korea, and is now a town that embraces multi-ethnic population. The change of Garibong intended by the Urban Regeneration Project begins by telling stories of old Seoul in the town, progresses by facilitating the local communities and the improvement of resident abilities, and concludes by breathing in vibrant new colors in the streets of Garibong, where the time has stopped at the industrialization. Now, the true worth of Garibong as a witness for the history of contemporary Seoul and Korea will be regenerated with the Urban Regeneration Projects in the form of strengthening local community and resident abilities as well as facilitating tourism and local economy.



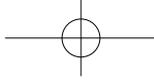
### interview

Park Ryeo-jeong  
(Hankuk University of Foreign Studies; Ph.D. in Korean Studies)



### A new community to be perfected with understanding and connecting with each other

While I was continuing my studies in Seoul, it was always sad to see the Chinese Koreans and immigrants having a difficult time forming meaningful relationships, or have fellowship with Garibong local residents. The Korea-China Culture Institution that will be established in an anchor facility will support the Chinese Koreans and immigrants as they settle and live in Korea, and will also be a base to spread Chinese culture as well as teaching Chinese language. Though such activities can be beneficial to the community, however, the ultimate goal of the Regeneration should be the elimination of any misunderstanding among the ethnic groups in Garibong as the residents strive and think about better ways to make Garibong into a happier place. Garibong, a town where people live together in harmony, where everyone is important and significant for the town's happiness – it will begin here, in the Korea-China Culture Institution.



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