Urban regeneration and urban tourism in Seoul

Kim Sung-bo,
General Director of Urban Regeneration Bureau
SEOUl'S
PEOPLE-ORIENTED
URBAN
REGENERATION

CHAPTER I

Background and Direction

CHAPTER II

Direction of Urban Regeneration in Seoul

CHAPTER III

Urban Regeneration and Urban Tourism in Seoul
CHAPTER I

Background and Direction of Urban Regeneration in Seoul
Seoul is a city with a history that stretches back 1,000 years.
Over the past 100 years, the city has experienced rapid growth.

1980~2013
And Seoul’s status on the international stage has been elevated.

Urban competitiveness
6th in the world
2017 (Mori Memorial Foundation)

Number of tourists
7th in the world
2017 (Mastercard)

International conferences
3rd in the world
2017 (UIA Associations Round Table)
Alongside this growth, however, old buildings and roads have disappeared.
During the city’s large-scale demolition and redevelopment, communities unraveled due to intense conflicts among residents.
In addition, the global low-growth trend and low fertility rate were new challenges for Seoul.

**Income gap**
People in the top 20% income bracket earn four times more than those in the bottom 20% income bracket nationwide.

**In Seoul: 7 times more**

**Youth unemployment rate**
2010: 8.4%
vs. 2016:
12.3%

**Number of births**
Annual births in Seoul from 2000 to 2015:
40% ↓
Cities around the world are overcoming such changes and obstacles through urban regeneration.

- Regeneration of national industrial district
  Nine Elms Project, London

- Regeneration of derelict urban neighborhood
  Meatpacking District, New York

- Revitalization of neighborhood community
  Nakazakicho, Osaka
CHAPTER II

Direction of Urban Regeneration in Seoul
Seoul has already implemented theme-based urban regeneration projects with great success.

- Transformed landfill site into public space for citizens: Nanjido
- Renewed hanok and restored local history: Bukchon
- Recovered a stream and regenerated the city center: Cheonggyecheon
2015: Expansion of people-oriented regeneration throughout all areas of Seoul

From economic value-oriented to people-oriented

Growth  Development  Expansion

Preservation  History  Community

People-oriented urban management that respects the history, culture, and traditions of local residents
Urban regeneration projects conducted in 131 locations throughout the city
Urban Regeneration and Urban Tourism in Seoul
Urban Regeneration in Seoul

Community Regeneration = More Urban Tourism Resources

1. Reappraisal of historic values
2. Rebirth of abandoned infrastructure
3. Life-changing community regeneration
1970s

Seoul’s leading commercial area and luxurious homes for the rich
Preservation of modern buildings slated for demolition, connection of pedestrian walkways, and opening and improvement of rooftops
Preservation of modern buildings slated for demolition, connection of pedestrian walkways, and opening and improvement of rooftops
Low-income, disadvantaged residential areas located along Seoul Fortress Wall
Preservation of the history and exploration of the future resources of 22 villages through the voluntary participation of residents
Preservation of the history and exploration of the future resources of 22 villages through the voluntary participation of residents
An oil storage facility with first-rate security that was operated for 41 years after the oil crisis of the 1970s
Oil reservoir that has been reborn as a public park filled with culture, people, and nature
Oil reservoir that has been reborn as a public park filled with culture, people, and nature
Dilapidated elevated highway built at Seoul Station in the 1970s that became a safety concern
The Seoul Station overpass, which has been reborn as “Seoullo 7017,” is now a “citizens’ path” that has given rise to many tourist and cultural attractions.
The Seoul Station overpass, which has been reborn as “Seoullo 7017,” is now a “citizens’ path” that has given rise to many tourist and cultural attractions.

Architect of Seoullo 7017
Winy Maas (Netherlands)
Launch and cancellation of New Town projects designed to replace poor residential areas and old infrastructure

2006

“New Towns” established as means of renovating rundown residential areas built after the 1980s

2013

New Town project cancelled following survey conducted after seven years of conflict
Improvement of residential environment (infrastructure) and revitalization of local economy through resident-led urban regeneration
Improvement of residential environment (infrastructure) and revitalization of local economy through resident-led urban regeneration
Urban regeneration areas developed as tourist attractions of Seoul
Seoul’s citizen-led growth

Urban Regeneration in Seoul
Seoul Metropolitan Government will further develop urban regeneration in Seoul, led and driven by citizens, and share its expertise and experience with other cities worldwide.

Thank you