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, by 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, 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, Yeongdeungpo Cathedral Church, or even at Yeomcheongyo Shoe Street, and then they could go on a little walking trip to Namdaemun Market or Namisan 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 accessibility of the areas that are connected to surrounding areas through 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.

My father began to make handmade shoes at this very place 50 years ago. Now I succeeded the family business and am making shoes just as my father. As the Urban Regeneration Project commenced, many local residents have appreciated the project. 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. 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.

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Regeneration of Underutilized City Centers – Chang-dong & Sanggye

A restoration of underdeveloped area with improved quality of life

Chang-dong and Sanggye were places once envied to be hiving 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, being transferred and an economy-based Urban Regeneration plan was completed, an important policy goal in the Urban Regeneration plan is developing 97,000m² of lands including these two areas into an economic hub of northeastern Seoul. Today, economy-based Urban Regeneration Projects in 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 Start-up 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 – Suwon segment and the introduction of the GTX connecting Uijeongbu and Gumi-Jeonju, as well as transforming Eastern Seoul Highway into an underpass to improve the transportation infrastructure. Moreover, restoring jungnangcheon Stream ecosystem and creating a waterfront park will create an infrastructure for the citizens to enjoy eco-friendly leisure.

Project Strategy

- Providing regeneration infrastructure
  - Removing old facilities, and constructing & managing governance - Integrating old commercial town with boom-up project including “Platform Chang-dong 61.”
  - Creating economic vitality
  - Invigorating the town economy, creating new jobs, providing cultural spaces and improved traffic infrastructure.

- 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 residents and ensure balanced development of the metropolitan area.

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.

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 professionality 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.
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哈利了 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 convention centers, accommodations, commercial places, and leisure sites will be available to support exhibition conventions and accommodate the needs of people throughout the 105 floors of skyscraper (Hyundai GBC). A center for international exchange complex district will be born as not only characteristic areas that contain 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.

Regeneration of Underutilized City Centers - Southeastern Seoul International District

Southeastern Seoul International District

Seoul had experienced rapid changes in industrial structure as well as in social structure of its population since the 2000s. Manufacturing collapsed as a result of consecutive urban development, causing the land price to skyrocket. As the administrative offices relocated, jobs decreased and employment became unstable. There were concerns that if these issues occurred continually, the driving force for the growth of Seoul and the area would run out. Also, some experts warned that Seoul would be trapped in this low-growth state, like the European capital cities where the growth is stilled, if Korea becomes a predominantly aged society coupled with lowered birth rate. It seemed these issues could not be solved by existing economic industrial infrastructure in Seoul. The Seoul Urban Regeneration project has begun to address issues in the areas with deteriorated infrastructure due to underutilization. As the Project aims to become the power plant that empowers growth of Seoul, this huge Regeneration Project was implemented in the southeastern part of Seoul to erect an International District in Seoul.

Project Strategy

Base in 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
- Regenerating symbol 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 public and private sectors
- Cultivation of complex cultural and recuperation places through southeastern waterside of Hangang River to Tanchon Stream
- Securing of sustainable growth of Seoul and future job opportunities