Better city through sustainable tourism

Seoul, city of Rejuvenation
Seoul Fact sheet

SEOUL
609 km², 10 Million

LONDON
PARIS
MOSCOW
DUBAI
BEIJING
TIANJIN
HANOI
HONG KONG
BANGKOK
TOKYO
VANCOUVER
NEW YORK
SYDNEY
TIANJIN
BRISBANE
BANGKOK
HANOI
HONG KONG
TOKYO
VANCOUVER
NEW YORK
SYDNEY
Inbound Trend Analysis

Number of Annual Inbound Tourists (1975-2016)

Visitor Arrivals, Korea Tourism Organization
Seoul Tourism Fact Sheet

Korea’s Travel & Tourism Competitiveness

※ Top 10 Countries with WEF Travel & Tourism Competitiveness: Spain, France, Germany, Japan, England, United States, Australia, Italy, Canada, Switzerland

International Meetings Hosted in 2016

- Brussels, Belgium: 906
- Singapore: 888
- Seoul: 526 (3rd in the world, 2nd in Asia)
- Paris, France: 342
- Vienna, Austria: 304

Union of International Associations; UIA
Seoul Tourism Fact Sheet

Overseas Tourists in Seoul

2007: 4.7 million
73.4% of overseas tourists to Korea

2016: 13.4 million
78.0% of overseas tourists to Korea

167.4%

Visitor Arrivals, Korea Tourism Organization
International Visitor Survey, Ministry of Culture, Sports and Tourism
Issue & Situation

- Urban growth through dedicated development
- Rapid growth of the travel and tourism industry
- Gentrification & Touristification
- Damage to the landscape and historicity of the city
- Decrease in citizens favorable impression on the travel and tourism industry & increased feeling of fatigue
Concentration of tourists in the metropolitan area
Challenges & Tasks

A city where both **tourists** and **citizens** are happy

Fair and sustainable Tourism for better city life
Quo Vadis?

Reinforcement of tourism resources

Regeneration, not development

Environment-friendly and sustainable direction
Revitalization of local economy

Sustainability

Urban Regeneration

Eco-friendly

City for residents and tourists all together
Seoullo7017
Video on Seoullo 7017 Pedestrian Paths
Seoul Station 7017 Project,
We started the project this way.
Completion of Seoul Station Overpass _1970. 8. 15
Safety Grade D to dismantle the Seoul Station Overpass

2006. 12 Precision safety diagnosed as grade D
2008. 05 An alternative bridge constructed linking to North District of Seoul Station
2009. 12 The demolition of the Seoul Station Overpass initiated along with North District of Seoul Station

Safety concern related to the overpass presented

2014. 01 Safety concern related to the overpass presented (floor plate concrete detached)
2014. 02 Early demolition of the Seoul Station Overpass reviewed

Citizens’ safety first, not traffic!
Review on how to utilize the Seoul Station Overpass

2014. 03~04  Structural safety reviewed regarding the recycling of the Seoul Station Overpass (2 times)
2014. 07~08  Meetings by experts on design and structure regarding the recycling of the Seoul Station Overpass (4 times)
2014. 10~12  Effectiveness Analysis of the recycling project of Seoul Station Overpass (the Seoul Institute)
※ Alteration of use in bridges in Japan: Hachiman Bridge, Micobata Bridge

Feasibility study with citizens

2014. 05  The project adopted as a mayoral election pledge by Park Won-soon
2014. 07~11  The project reflected onto the 4-year plan for Seoul by the Park Won-soon administration, which is the 6th administration of the Seoul Metropolitan government elected by public vote (Operated the Advisory Committee for Municipal Affairs)

Reusing as a Pedestrian Path!
Reusing the overpass as a pedestrian path rather than demolishing it / Feasibility study on recycling of the overpass
Suggestion of the reusing method for the Seoul Station Overpass!

Announcement of an initial plan for the reusing of the Seoul Station Overpass
What about the Seoul Station area?
Meaning of Seoul Station

Traffic hub (390,000 passengers a day)
The starting and ending point of the Eurasian railway after unification

- The gate of Seoul, the record of modern and contemporary history and the holy place of democracy as a citizen communication space
- Role as an international gateway by linking with the airport railroad
Previous Seoul Station

Isolated like an island ➤ Exposed limit that the potential of a super mega railway station cannot permeate the surrounding areas

- A space centered on traffic and vehicles, lack of connectivity with the surrounding areas, and a place for busy transfers
Previous Periphery of Seoul Station

The traffic is inconvenient / the area is declining / the culture is disconnected
Necessity of Change

Restoring the identity as a gateway to Seoul
• Promoting the link to the surrounding areas such as Namdaemun Market and Ma-l-li-dong
• Developing functions such as convention and international affairs

Integrating the disconnected urban spaces and developing them as attractive places
• Regeneration of the overpass as a pedestrian road

Integrated regeneration of the place including the surrounding areas
• Leading the local regeneration through priority investment of public resources
At the beginning, there were worries & concerns

- Traffic Congestion
- Shrinking Commercial area
- Lack of Communication

Merchants blocking the street when the mayor’s on-site office was operated
Protest against the overpass opening event to the public
Through over 600 meetings & communications with citizens, we have tried to conduct the Seoul Station 7017 Project together with them.

Discussions so far 615

- On-site visits & interviews 203
- Meetings and discussions 158
- Consultations by experts 91
- Additional hearings 163
In addition, We have taken the opinions from many experts on various areas.

Consultation Meetings with Experts

- Recovering the symbolic aspect
  “Restoring the historical aspect of Seoul Station through industrial modernization”

- Pedestrian-centered
  “Developing a systematic program”

International Workshop

- Gradual progress
  “Urban regeneration should be conducted in a gradual manner…”

- Citizens, the main player
  “Finally, citizens are the main players of urban regeneration”

Citizens Committee for Seoul Station 7017

“As the project moves forward, the procedures should be open to the public, and the authority should keep communicating with citizens”
The renewal of the Seoul Station Overpass into a promenade for pedestrians has begun

2015. 12. 13 am 0:00  
Traffic at Seoul Station Overpass started to be controlled

2015. 12. 18 ~ 2016. 4. 30  
Demolition of the floor plate of Seoul Station Overpass
Biography of Winy Maas
the winning designer in the International Design Competition

Winy Maas  MVRDV, the Netherlands

2004 Received Amsterdam Art Prize
2003 Received Mies van der Rohe Award
2002 Received NAI Prize 2002
2000 Received Fritz Schumacher Prize
1991 Majored in Urban Design and Architecture at Delft University of Technology
1984 Majored in Landscape Architecture at the RHSTL Boskoop


Winning design in the International Design Competition
Circulation Plan

Focusing on recovery of the city context which has been disconnected,
Each connection road is linked to pedestrian paths in different forms according to the adjacent city’s conditions including elevator, escalator, stairs, and terrace bridge.

1. Connecting to Hoehyeon Sta. Connecting Toegye-ro and Hoehyeon Station exit 5

2. Connecting to Seoul City Wall (Namsan Pedestrian Overpass) Connecting using surrounding areas

3. Expansion towards surrounding buildings Two areas in the works / Three areas under discussion

4. Toegye-ro Traffic Island Vertical coupling among basement, ground and overpass

5. Seoul Station Plaza Connection plan will be actively reviewed in the future

6. Installing lamp toward Cheongpa-dong Connected by demolishing a part of the bridge

7. Installing lamp toward Jungnim-dong Connected by expanding bridge
17 bridges that connect to various surrounding areas within a vicinity of 1km
Guideline of Planting

Planting Guideline
- Installing circular pots
- Selecting trees that can grow in Seoul and artificial ground
- The list of plant species is arranged in Korean alphabetical order according to the species name

Selecting species of trees
- Number of plants: 50 (family), 228 (species) and 24,085 trees
- Evergreen plants account for more than 25%
* Consultation reflected from experts in Korea National Arboretum, Cheolliipo Arboretum, Korea Tree Hospital, etc.
Plan for Pots_ 645 in total (72 types)

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<th>B 0.68M</th>
<th>C 0.95M</th>
<th>D 0.45M</th>
<th>E 0.45M</th>
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Optimal soil depth and planting spacing on the basis of the growth condition (building the optimized system for each plant)

Small size (1 ~ 1.7m) 482ea  
Medium size (2.5m) 134ea  
Large size (3.2 ~ 6m) 29ea
Plan for Pots_ Establishing optimized system of tree-planting

Composition of optimized green system for artificial ground

- Soil depth: Arbor 90cm. Large shrub 60cm. Small shrub, Herbaceous flowers 40cm (Soil depth for landscape architecture criteria)
- Soil: Optimal soil on the basis of the growth condition
- Drainage layer: Adjusting and supplying soil moisture with a drainage board harvesting rain water

Mulching Materials
Mulching of light brown volcanic stone (5cm from the ground)

Soil Deposits
Mulching Materials
Artificial soil in the range of natural soil (cultural soil)

Roof Barrier / Waterproofing layer
Filter for permeated water (non-woven fabric)
T40 Drain board
Roof barrier sheet
Waterproofing layer

POT
Light GFRC

Drainage System – Connected to drainage channels on both sides of the road
D30X50 Square drains (2 areas)
18 Amenities _ 9 Manned / 9 Unmanned

- Garden Classroom
- 7017000
- Seoullo Exhibition Hall
- Seoullo Tourist Cafe
- Magnolia G00
- Seoullo Shop
- Seoullo Information Desk

- Mall-dong Plaza 10,480m²
- Rose O00
- Rose Stage
- Trampoline Playground
- Natural Rest Place in the Air

- Yuseul
- Acorn O00
- Curiosity Tree Pot
- Ivy Theater

- Connecting Overpass to Seoul Station Plaza
- Tongue-to Traffic Island

- Amenities 18 (upper level_13, lower level_5)
- Connecting Ways 12 (BV/N 6, EC 1, Stairway 5)

- Tree Pots 645 (126 benches)
- Trees 24,085 (50 families, 228 species, 24,085 trees)
- Integrated Pillars 11
- CCTV 29
- Emergency Bell 33
Types of Amenities

1. Types of Amenities
2. Rose Stage
3. Trampoline Playground
4. Natural Rest Place in the Air
5. Hydrangea Cafe
6. Seoulllo Information Desk
Born again on 20\textsuperscript{th} May 2017

- The Pedestrian paths created
- On the Seoul Station overpass where citizens walk together
Daytime View
Night View
8 amenities for tourists

Tourist information, souvenir shop, restaurant, café
The vitality initiated by Seoullo 7017 will spread to the surrounding areas of Seoul Station!
A Walking Tour Network Connecting 17 Pedestrian Paths

Toegye-ro area
Hangang-daero area
Seoul Station Plaza
Jungnim-dong bound
Malli-dong bound
Ramp towards Cheongpa-dong
Expected Effects

The number of walking people increases /
The surrounding commercial areas make a new leap forward /
New green areas are created.
Expected Effects 1

Increase of pedestrians through improving pedestrian environment

- Waiting for signal: 3 times
- Crossing crosswalks: 6 times
- Maximum shortened time: 14 minutes

* Based on walking speed of 4-6km per hour (cf. General walking speed is around 4km per hour)

- Overpass: 869m, 11 minutes
- Underground: 1,195m, 25 minutes
- Ground: 1,190m, 20 minutes

Increasing convenience of vulnerable user
Ensuring children's walking safety
Providing a fast and convenient walking environment
Expected Effects 2

Revitalization of the surrounding commercial area due to the increased foot traffic

- Developing Sungnyemun Gate as a tourist attraction
- Activating Myeong-dong shopping area
- Activating Malli-dong streets specialized in culture and tourism
- Activating Namdaemun Market
- Various events at the Seoul Station Plaza

Expected increase in sales volume by district due to increased numbers of pedestrian

102 ~ 123%

* Source: Space Syntax Korea from Sejong University
Expected Effects 3

Establishing green areas connecting the nearby parks
Seoullo 7017, a brand shaped like a smile with a walking image

- Seoullo 7017 is the new name of the Seoul Station 7017 Project.
- Seoullo 7017 has dual meanings in Korean; ‘Seoul’s representative pedestrian paths’ and ‘toward Seoul’
- The design of Seoullo 7017 was made by shaping the image of the feet of a walking person in a curved logo to form a pleasant smiling image.
- With the feature of approaching everyone easily and intimately, it shows intuitively the changes of vehicles’ road to people’s path
Souvenirs
Better place to live, not only to travel

Residents are happy as well as tourists with Seoullo7017
Seoul, a great city to walk
Green trails, a 25km long pedestrian road
Revitalizing many areas in Seoul by implementing Seoul's pedestrian-friendly policies
THANK YOU for your attention
Seoullo7017 invites you!