Experience and Challenges of Urban Planning in SEOUL

2019. 11
Inhee Kim
1. Overview

2. Urban Policies & Plan since 1995

3. New Vision 2030 Seoul Plan
Seoul is?

Seoul in Asia

Seoul in Korea

Seoul in Capital Region

<table>
<thead>
<tr>
<th>Area</th>
<th>605.2 km²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10.2 million</td>
</tr>
<tr>
<td>Administrative district</td>
<td>25 autonomous</td>
</tr>
<tr>
<td>GRDP (per pers.)</td>
<td>$30,218</td>
</tr>
<tr>
<td>Registered Housing</td>
<td>3.60 million</td>
</tr>
<tr>
<td>Registered Vehicle</td>
<td>3.08 million</td>
</tr>
</tbody>
</table>
Change in Seoul since 1950

Population of Seoul (100,000)

Development

Transition Sustainability

Urbanization Rate (%)

Population of Seoul

Urbanization rate


출처: 서울의 도시계획, 서울특별시, 2009
1. Era of Development: 1950~1979
1. Era of Development: 1980s

Democratization & cultural Change

Olympic Game & Urban Redevelopment

Demolish & social Issues
2. Period of Transition: 1990s

- Risk Society
- Suburbanization
- Local Autonomy

- Authority
- Central
- Local
3. Key Indicators until 1995

- Nation-dominated development
- Oriented to solving pending issues
- Construction and maintenance of infrastructure (road, subway, water-supply etc.)
- Lack of infrastructure by rapid growth → took action emergently

Statistic between 1960 and 1995

- Population: 1.7 → 10.2 million (x 6)
- Income: $255(1970) → $9,360 (x 37)
- Housing: 0.27(1966) → 1.69 million (x 6)
- Vehicles: 0.011 → 2.04 million (x 178)
3. Change of Seoul after 1995

- Central Government
- Rapid Growth
- One-sided Development
- Production Society
- Urbanization
- Emergency Plan

For the period 1950 to 1995:
- 1950: Korean War (1.5 million)
- 1959: After war, 2 million
- 1969: 4 million
- 1979: 6 million
- 1988: Reached 10 million
- 1992: Peak of 10.97 million
- After 1992, slowly decrease

- 2010: 10.58 million (Registered Pop’n)

- 2000: Central Government
- 2010: Local Government
- 1992: Risk Society & Conflict
- 2010: Interactive Development
- 1979: Consumption Society
- 2000: Suburbanization
- 2010: Master Plan
1. Overview

2. Urban Policy & Plan since 1995

3. New Vision 2030 Seoul Plan
Characteristic of Policies after 1995 (popular vote)

- **1st**
  - Set Up Local Government System

- **2nd**
  - Implementation Management Strategy + Global Megacity

- **3rd**
  - Participation

- **4th**
  - Communication

- **5th** to **7th**
  - Governance

Timeline:
- 1995
- 2002
- 2012
Phase I: Set Up Local Govn’t System (1995~2001)

- Maintain Urban Infrastructure
- Rearrange Administration System
- Implement Environment & Welfare Policy

Green Seoul Citizen Council has contributed in 1996 into an environmentally sustainable city.

Establish Urban Master Plan & Infrastructure Plan in Seoul

- Enact an environmental Ordinance
- Establish the Master Plan for Biotope, Water, atmospheric environment in Seoul
Phase II : Selection & Concentration (2002~2011)

- Business mind in urban administration
- Large-scale Urban Development Project
- Strengthen global competitiveness
- Paradigm shift of urban management
  - Development → High quality of life
  - Environment friendly city
- Fundamental solution to safety problem
Phase II: New Town Project for balanced Development

- Revitalization of downtown area
  - Stimulate urban redevelopment
  - Balanced regional development

26 newtowns in 2008
Phase II: Reform of Public Transportation System

- Exclusive Median Bus Lanes: 12 Lines / 119 km
- Average Passing Speed: 15.8 km => 19.9 km in 28% increased
- Satisfaction about public Transportation: 22.4%(2004) => 88.5%(2011)
Establishment new Media and IT industry cluster

- 900 Private companies (Samsung SDS, LG CNS, CJ E&M, YTN, MBC, SBS, etc)
- 50,000 Jobs creation
- $ 12 Billion annual revenues

Phase II: from Waste-Disposal Site to Digital Media City
Phase II: Urban Regeneration in Down Town for global City

1축
역사문화축
Historic Corridor

2축
관광문화축
Culture-Corridor

3축
녹지문화축
Green Corridor

4축
복합문화축
Creative Corridor
Phase II: Regeneration Han-River-Renaissance
Phase II: Design Seoul Project
Result of Urban Development in Phase II

Global Competitiveness, Natural Environment Restoration, Conservation of historical & cultural Resources, etc...

Deepening of Urban Problem & stand out of social Issues
Beginning of Conflict
Seoul ranks 6th place in the ‘Global Power City Index’…
while, the ‘Quality of Life’ is 75th in the world ranking…
Phase III: Social Innovation (2012~Present)

- Participation & Communication
- Site-focused policies for Citizen’s daily Life
- Paradigm Shift Urban Regeneration & public Housing Policies
- Governance with citizens
Phase III: Projects for Participation & Governance

- Citizen Participation in order to solve Urban Problems
- Citizen Participation Implementation after 2012

Residents participatory budgeting

Seoul Brand

2030 Seoul Plan

Citizen Participation in every Plan & Project directly
Phase III: Project for Citizen’s daily Life

- Citizen prefer small Projects concerning their daily Life
- Welfare, Education, Health Care etc, what the central Govn’t should do

- Supply public Kindergarten with 1,000 units
  => 10% (2012) to 26% (2017)

- Supply DayCareCenter for the aged
  => 312 Center among them 188 certisficated
  => 95.8% Satisfied

- Implementation free School Meals
  => 940 school 705,000 student

- Supply Eco-friendly Meals
  => 6,558 (2012) to 8,926 (2017)

- Limited resources, where are the passengers in mid-night
  where do you want to go?
- Analyze 3 billion phone calls data & populated place
  => 9 Late-night bus lines
Phase III: Paradigm Shift Urban Regeneration

1960~1990

1990~2010

2012 ~

From Rapidity, Demolish, one-sided, physical oriented
To Long-term, Regeneration, Governance, Human oriented
How sustainable was Seoul?

1. Environmental Sustainability
2. Economical Sustainability
3. Social Sustainability
4. Environmental Sustainability
5. Economical Sustainability
6. Social Sustainability
7. Environmental Sustainability
8. Economical Sustainability
9. Social Sustainability
New Challenges

Long-Term & Mega Projects
Projects not only for short-term & daily Life but also long-term & Infrastructures

Governance
Central Government & neighboring region

Sharing & Cooperation
International Cooperation & Sharing of Experience
1. Overview

2. Urban Policy & Plan since 1995

Role and Status

Legal Ground
- National Comprehensive Planning Act
- Capital Region Readjustment Act

Plan
- National Comprehensive Plan
- Capital Region Readjustment Plan
- 2030 Seoul Plan
  - Urban Management Plan

Nation, Region
- Urban Planning and Utilization Act

City, District
- Urban Development Act
- Urban and Residential Environment Renewal Act
- Zoning Plan
- 4 Special Regulating Areas
- Urban Facility Plan
- Detailed District Plan
- Urban Development Projects Plan
- Urban Renewal Projects Plan

Highest Priority Statutory Plan + Long-term, Comprehensive Plan (20 years)
Role and Status

National Comprehensive Planning Act

Urban Planning and Utilization Act

Capital Region Readjustment Act

Master Plan (2030 Seoul Plan)

Sectoral Plan
- Master plan for Housing
- Master Plan for Transport
- Environment plan
- Greenspace plan
- Energy plan
- ....

Detailed Plan
- Landuseplan
- Zoning
- District unit plan
- Urban Facility Plan
- ....

Project based Plan
- District Unit Plan
- Yeouido Develop. Plan
- Project from departments
How has it changed so far?

Urban Master Plan was established 4 times until now.

<table>
<thead>
<tr>
<th>Year</th>
<th>Main Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>Comfort, Health, Culture, Leisure</td>
</tr>
<tr>
<td>1997</td>
<td>Citizen-oriented Human centered</td>
</tr>
<tr>
<td>2006</td>
<td>Healing and Recovering</td>
</tr>
<tr>
<td>2014</td>
<td>Pleasant city of citizens with communication and consideration</td>
</tr>
<tr>
<td>2019</td>
<td>Sustainable Pleasant Seoul</td>
</tr>
</tbody>
</table>
Problems of Previous Urban Master Plan

- Insufficient role as Highest Level Plan
- Expert-oriented Planning
- Same Framework for every cities
- Takes over 5 years to establish a plan

Strategic Planning
reflecting the characters of Seoul

Planning that citizens could
Easily Understand
Characteristics of “Seoul Plan 2030”

Planning Procedure

Made by the Cooperation among diverse stakeholders including the Citizens, Experts, and Administrations

Content & Formality

Evolved as Strategic Planning centered on key issues directly connected to the livelihood of the citizens

Planning Level

Status of the Planning prioritized at the highest-level with Enhanced Feasibility
Characteristics of “Seoul Plan 2030”

Made by the Cooperation among Diverse Stakeholders

1. Expert-oriented Planning Process
   - Citizens → Experts → Seoul Metropolitan Government
   - 30 Experts

2. Expand Citizens’ Participation
   - DIRECTLY PARTICIPATE the citizens in the planning process
   - Direct Participants 450 Citizens

3. Increase Cooperation within SMG

4. Include More Experts

Previous Plan vs. 2030 Seoul Plan
Characteristics of “Seoul Plan 2030”

2 Strategic Planning centered on Key Issues

Previous Formation

VISION
Reform Spatial Structure

Establish Sectorial Goals and Plans

- 13 VISIONS,
- 12 SECTORS, 55 GOALS
- 700 PAGES

2030 Seoul Plan

Diagnose City Characters, Current Status and Changes

Vision of Seoul

Plans of Key Issues

Spatial Plan

Implementation Plans

Welfare, Education, Women, Industry, Jobs

Shape Key Issues through Spatial Plan

Strategic Plans focused on 5 Key Issues

- 1 VISION,
- 5 KEY ISSUES, 17 GOALS
- 200 PAGES
Characteristics of “Seoul Plan 2030”

Status of the Planning prioritized at the Highest Level

Previous Formation

2030 Seoul Plan

Established Independently
By the Urban Planning Dept.

Established by the collaboration of
Planning & Coordination Dept. and Urban Planning Dept.
enabling the cooperation of all departments
“Steering Committee” organized to establish Vision and Key Issues

Steering Committee for 2030 Seoul Plan
(Co-Chair: 1st Vice Mayor, 2nd Vice Mayor, Executive Master Planer (MP))

Executive Master Planer
(Draft Master Plan, in charge of Executive Coordination Division)

Seoul Plan Citizen Participants

General Citizen Group: (100 people)
• Role
  - VISION and KEY ISSUES

Sectoral Citizen Group: (30 people)
• Role
  - Sectoral Goals and Strategy

- 분과 MP 역할 - 분과회의 총괄/계획(안) 작성

[시민참여단] 각 분과별 첨예한 쟁점에 대해 재숙의 or 배심원으로 참여

핵심이슈 1 분과 (MP: OO)
• 전문가 6인 시민위원 6 인
  서울시 3-5인 (시의원 포함)
  서울연구원 2-4인 (20명 내외)

핵심이슈 2 분과 (MP: OO)
• 좌동 (20명 내외)

핵심이슈 3 분과 (MP: OO)
• 좌동 (20명 내외)

핵심이슈 4 분과 (MP: OO)
• 좌동 (20명 내외)

핵심이슈 5 분과 (MP: OO)
• 좌동 (20명 내외)

Expert Advisors
1. Making “Citizen Participatory” Vision

From Citizen Recruit to Delivering the Proposal

Form & Operate Expert Advisory
- 추진체계, 시민참여 방안 설정

Recruit Citizens
- 8.7~24, 랜덤샘플링 시장이 위촉장 전달

Pre-conference (1,2)
- 사전교육, 핵심과제 도출

Main Conference
- 미래상 및 핵심이슈 선정

Write Proposal
- 시민직접 작성

Deliver to Mayor
- Mayer’s Promise
“Steering Committee” organized to establish Vision and Key Issues

Steering Committee for 2030 Seoul Plan
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Seoul Plan Citizen Participants

General Citizen Group : (100 people)
- Role
  - VISION and KEY ISSUES

Sectoral Citizen Group (30 people)
- Role
  - Sectoral Goals and Strategy

Planner Group 1
- 전문가 6인 시민위원 6인 서울시 3~5인 (시의원 포함)
  서울연구원 2~4명 (20명 내외)

Planner Group 2
- 좌동
  (20명 내외)

Planner Group 3
- 좌동
  (20명 내외)

Planner Group 4
- 좌동
  (20명 내외)

Planner Group 5
- 좌동
  (20명 내외)
2. Selecting Key Issues

Form & Operation Master Planner Group

- 분과별 10회 내외 회의개최
- 전체회의 2회
  (시민참여단 의견 수렴)
2. Selecting Key Issues

VISION and KEY ISSUES

“Pleasant City for Citizens with Communication and Consideration”

- People’s City without Discrimination
- Cultural City with History and Enjoyment
- Abundant Jobs and Vitality Global Sharing City
- Protecting Life and Livelihood Safe City
- Stable Housing and easy Mobility Community City
2. Selecting Key Issues: Issue 1

Together Without Discrimination, People-centered City

Goal

- Welfare System in Response to an Aging Society
- Healthy City
- Well-Integrated Social System without Discrimination
- Opportunities for Education Available to Everyone
- Gender Equality and Social Care

Strategy

- Enhance social support to guarantee stable life for the elderly.
- Expand opportunity for the elderly to participate in society and create a culture of unifying all age groups.
- Provide ubiquitous healthcare with an efficient public welfare and healthcare system.
- Enhance preventive healthcare for each age group.
- Prevent and control environmental disease and improve food safety.
- Improve protection of rights for the minority to eliminate discrimination.
- Establish customized welfare service by region.
- Establish a voluntary welfare community through sharing and participation.
- Create a society that respects the value of cultural diversity.
- Provide education opportunities to all people.
- Establish an educational society to improve citizen capacity.
- Restore the school’s function for whole-person education.
- Build a community of education by utilizing regional resources.
- Create a family-social culture of gender equality.
- Establish the social environment for expanding women’s economic participation.
- Develop an environment that is safe from danger and violence.

Indicator

<table>
<thead>
<tr>
<th>2013</th>
<th>2030</th>
</tr>
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<tbody>
<tr>
<td>2.3</td>
<td>10</td>
</tr>
<tr>
<td>0.57</td>
<td>1.2</td>
</tr>
<tr>
<td>48%</td>
<td>100%</td>
</tr>
<tr>
<td>11%</td>
<td>35%</td>
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</tbody>
</table>

- Number of Leisure Facilities for the Elderly
- Number of Regional Public Health Facilities
- Guarantee Rate of Minimum Income Standards
- Rate of Lifelong Education Experience
- Rate of Dependency on National and Public Nurseries
2. Selecting Key Issues : Issue 2

Dynamic Global City with a Strong Job Market

Goal

Global Economic City Based on Creativity and Innovation

Synergetic Growth Among Economic Units Co-Development Among Regions

People and Job-Centered Vital Economy

Strategy

- Improve the competitiveness of the industry of growth engines through a strengthened foundation for creative economy.
- Promote creative small and medium-sized venture enterprises.
- Establish Seoul’s unique sustainable industrial ecology.
- Promote the innovation cluster and revitalize the existing industrial agglomeration.

- Revitalize the social economy of coexistence and cooperation.
- Support the growth of small businesses to enhance their self-sufficiency.
- Expand independent job opportunities for the vulnerable social group.

- Expand the creative class by training creative human resources.
- Create a global environment where global human resources want to work.
- Establish a 21st-century-style city economy environment by creating an integrated space for life-job.

Indicator

<table>
<thead>
<tr>
<th>Year</th>
<th>Creative Class Proportion</th>
<th>Social Economic Jobs Proportion</th>
<th>Employment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1.6%</td>
<td>25%</td>
<td>65%</td>
</tr>
<tr>
<td>2030</td>
<td>15%</td>
<td>33%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Proportion of Creative Class

Proportion of Social Economic Jobs

Employment Rate
2. Selecting Key Issues: Issue 3

Vibrant Cultural & Historic City

Goal
- Historic City: Where Culture and Life are Integrated
- City Landscape: That moves the minds of citizens
- Diverse City Cultures: for Everyone to Enjoy

Strategy
- Create a city space structure that emphasizes historical characteristics.
- Improve citizens' accessibility to historical resources.
- Time and spatial expansion of historical resources
- Restoration of natural scenery
- Preservation and management of historical landscape
- Management of street and downtown scenery
- Landscape management carried out together with citizens
- Establish a cultural environment for all citizens to enjoy.
- Develop regions specializing in culture
- Establish a cultural ecological network.

Indicator
- Cultural Environment Satisfaction
  - 2013: 65
  - 2030: 90
  - Smiling icons
- Number of Cultural Infrastructures
  - 2013: 2.8
  - 2030: 4.5
  - Tall icon
- Number of Foreign Tourists
  - 2013: 8 Million
  - 2030: 2 Million
2. Selecting Key Issues: Issue 4

Lively & Safe City

**Goal**

- Park-oriented Ecological City
- Energy-Efficient Resource Recycling City
- Creating a Safe City for Everyone

**Strategy**

- Focus on park infrastructure to create a park-oriented city.
- Improve the city’s climate control capacity.
- Preserve-restore ecology within the city and expand its role in public benefit.
- Create a pleasant environment for city life.
- Advanced management system in preparation for the energy crisis
- Secure a low carbon energy production-consumption system.
- Expand resource recycling.
- Advanced system for obtaining and utilizing risk information
- Promote higher speed and improved capacity for early response.
- Expand safety governance for city life.
- Improve the capacity to prevent natural disasters and measure the environment.

**Indicator**

- Proportion of Regions Excluded from Park Service
- Usage Rate of New Renewable Energy
- Rate of Decrease in Disaster Victims

- 2013: 4.6%
- 2030: 0%
- 2013: 2%
- 2030: 30%
- 2030: -20%
2. Selecting Key Issues: Issue 5

Stable Housing and Easy Transportation, Community-Oriented City

Goal
- Urban Regeneration for Harmony Between Life and Work Spaces
- Green Transportation Environment for a Convenient Life Without Cars
- Provide Various Choices for Stable Housing

Strategy
- Mixed land use around station areas for increased job-house proximity
- Promote balanced development through specialized growth for each region
- Revitalize regions through resident participation-based urban regeneration.
- Restore the public transportation-centered city and establish a complex integrated transportation system.
- Reform roads and create an environment for safe walking and bicycling.
- Reasonable management of car usage
- Expand affordable housing supply
- Expand the customized housing welfare program.
- Establish residents’ community for enhanced lifestyle.

Indicator
- Job-Housing Balance Indicator * (Minimum Value Per Area)
- Proportion of Green Transportation
- Proportion of Public Rental Housing
3. The “New Strategy” of Spatial Plan

- **Restructure Spatial System**
  - Improve Global Competitiveness
  - Promote the Metropolitan Innovation Cluster

- **Strengthen Public Transport System**
  - Connection via public Transportation Networks
  - Walkable City: safe, convenient, barrier free

- **Guideline Urban Development**
  - to achieve predictable and transparent manner
  - to allow the Implementation of Development

**Direction & Guideline instead of Blueprint Plan**
3-1. Multi-Core & Function based Structure

**2020 Master Plan**

1. Main Center
2. Sub-Centers
3. Local-Centers
4. District Centers

**2030 Seoul Plan**

1. Global Hub
2. Megaregion-Centers
3. Local-Centers
4. Transfer to District

Global-Hub: Improve Global Competitiveness
Megaregion Centers: Preparation for Agglomeration
3–2. Multi-Core & Function based Structure
3–3. Guideline of Urban Development

Specified

Direction of spatial Development are presented
Function of City–Center & Down Town are given

Objective & Transparent

objective indicators and criteria are suggested to aid
in the execution of projects in a fair & transparent manner

Support

from Regulation to development–promoting guidelines
Incentive to Density, Hight, Landuse, Finance etc.

Predictable and Transparent Manner!
3–4. Result: ‘Walkable City’ in Historical Core

2030 Seoul Plan
Designate as a Historical Core

- Considerate of Nature, Culture
- Balance betw. History & Modern
- Gradual Improvement
- Walkable City

Gwanghwamun Forum

- Vision: Historical Restoration
- Workshop with 100 Citizen Group
- $400 mio. / 290,000 m²
- Blue House, Nat. Gov., Police Agency
  Cultural Adm. etc

Green Space Ratio in Downtown

- From 10% to 30%
600년 고도의 숨결이 느껴지는 역사문화축 조성

- 북악산, 경복궁, 덕수궁, 숭례문을 중심으로 한 역사성 및 상징성 복원
- 시민이 누리는 행복한 문화공간
- 국가 상징가로 (경복궁~서울역)의 지속적인 보행녹도 조성 및 가로경관 개선
3-4. Result: predictable & transparent Global Core Kang-Nam

2030 Seoul Plan
Designate as a Global Core
- MICE + Global Business
- Develop. Condition & Incentive

Strategy Master Plan
- Global Business Complex 1.5 mil. m²
- Development Guideline
- Upgrade Landuse, High-Density & -rise

Hyundai Motors GBC-Plan
Open Auction RE 80,000 m²
$9 bil. + $1.5 bil. (pub. Contrib.)
Commercial Area, Transportationshub etc...
자족기능 강화 및 고용창출을 통한 지역활성화

주요 과제
- 고용촉진기능 강화
- 주거환경개선 및 협성화
- 풍부한대학 및 자연자원

NE Area

4. Establish 5 Regional Plan

Regional Plan for Mid-Level Planning

Embody the Vision and Key Issues
Participation of “Residents” in the Planning Process
Guideline for related plans or sub-level plans

중심지
- 지역균형발전을 위한 중심기능강화
  (항구·상가, 상수, 청량리·운영리 등)
- 신성장기반강화
  (공통, 홍통, 성수준공업지역 등)

주거지
- 지형 및 주거유형별 특성을 고려한 주거지정비 관리
  (고도지구 등 구조물 및 수변 주거지정비사업)
- 저층주거지 및 농촌지역의 향후 사업에 따른 관리방안 모색

교통
- 철도 중심의 효율적 대중교통체계 구축
  (KTX 연장, 동부선 등)
- 지역 체육·산림공간 조성
  (동부선도로 지하화 등)

생활기반
- 풍부한 대학 및 자연자원
  (서울대, 서대문, 자연자원 등)
- 생활권단위의 문화복지시설 확충
  (공연장, 체육시설, 예술, 청소년시설 등)

지역특화
- 대학과 역할을 활용한 지역특화
  (창작공간, 창작산학연계 프로젝트 등)
- 특화산업 발달
  (제조·서비스, 창조·창업 등)

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Status Improvement
Seoul Plan is the most used reference for all other plans

Citizen established and mayor promised
Plan that mayor cannot change

Attention of Citizen
Attention of citizen is prerequisite for a better plan
Participants of Seoul Plan

VISION 20 ADOLESCENTS AND 100 CITIZEN PARTICIPANTS

STRATEGIC PLAN 108명 SEOUL PLAN STEERING COMMITTEE MEMBERS

5 RESIDENTIAL AREA PLAN FOR 25 DISTRICTS 150 DISTRICT REPRESENTATIVE

ADVISORS 33 EXPERTS

SMG 43 OFFICIALS SEOUL INSTITUTE 45 RESEARCHERS

FEEDBACK 1000 CITIZENS

SEOUL CITY COUNCIL 6 COUNCILMAN
2040 SEOULPLAN

Directions and Planning System

2019. 11.
2040 Seoul Plan Direction
2030 Achievements

**Innovation**
- Seoul Version Planning System Establishment

**Participation**
- Participatory Planning with Citizens

**Attention**
- Role of Comprehensive Plan highlighted

**Diffusion**
- Strengthen the status of Seoul

From Cabinet Planning to Object attract Attention from Citizens

- Administration
  - Council
  - Experts

- Attention, Observation, and improvement

- Spread out to other cities
  - Increased interest in overseas cities
2030 Limitations

Lack of linkage between Strategic plans & Sectoral plan

Highlight non-physical plans

Global City Capital Seoul Metropolitan Seoul
☑️ City of normal Life

Limitation to apply to administrative practice in Seoul & Short-term tangible issues
# 2040 Seoul Plan Principle

## Maintain

‘Communication, Consideration, and Participation’

- Interest and Participation of Seoul Citizens
- Direct Communication through collecting opinions from citizens

Emphasize the position and role of citizens highlighting Communication, Consideration, and Participation

## Proactively respond to changing conditions and issues

<table>
<thead>
<tr>
<th>Demographic Shift</th>
<th>Expand inter Korean Relationship</th>
<th>Balanced Regional Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Industrial Revolution</td>
<td>Global City Competitiveness</td>
<td>Management of railway station area</td>
</tr>
<tr>
<td>Expand Urban Regeneration</td>
<td>Climate Change</td>
<td>Secure Social Housing</td>
</tr>
<tr>
<td>Real estate market overheating</td>
<td>Inclusive City</td>
<td>(GTX) adoption</td>
</tr>
</tbody>
</table>

## Enhance feasibility with constant outputs

### Improve Participation

참여방식 다양화 및 참여기회 확대

### Reformation of Planning System

부문별 계획 보완

### Strengthen Spatial Plan

비물리적 계획—공간계획 연계 강화

### Strengthen Guidance

토지이용계획 가이드라인 성격 강화

### Settle Neighborhood unit plan

운영방식 정착 및 자치구 역할 강조
2040 Seoul Plan Principle

Urban Planning and Utilization Act

2040 Seoul Plan

Regional Plan

Methodology to realize related plans and subplans

Urban Management Plan

ZONING
District Unit Plan
Urban Planning Business
Urban Planning Facilities

Highest-level plan presenting horizontal and vertical coherence with related plans
The role of integrating partition administration and separated legal system
Characteristics of Planning System
2040 Seoul Plan Structure

VISION

STATEGIC PLAN

SECTORAL PLAN
- Central Place System
- Zoning
- District Unit Plan

SPATIAL PLAN

ACTION PLAN
Structure of Strategic Plan

**GOAL**
Direction and principles for 20 years
Identify issues that represent or integrate the divisions (3~5)

**Strategy**
Provide methods to realize goals (3~5 per goal)
- Link to operating departments and indicators
- Evidence of budget execution

**Guideline**
Guideline for carrying forward policies and projects
Presenting the department in charge of the strategy
Reinforcement of Strategic Plan

For 2030 Seoul Plan...

GOAL
Major Issue 4 / Goal 2
Energy Efficiency Circulation City

STRATEGY
1. 에너지 위기관리체계
2. Expand Resource Recycling
3. 저탄소 에너지 생산체계

ACTION PLAN
- Enlarge Water Reuse
- Waste use and Resource Recycling
- Encourage Goods Reuse Culture

Absence of EVIDENCE and GUIDELINE for linking strategies and initiatives to policies and projects

Policies and projects from departments & Sectoral Plan
Reinforcement of Strategic Plan

For 2040 Seoul Plan...

**GOAL**
Sustainable department/Goal 1
Air quality improvement for comfortable city

**STRATEGY**
1. Create Wind Path
2. Expand Open Space
3. Enhance Public Transportation...

**Guideline to implement the strategies**
- Dept. of Urban Planning:
  Spatial structure considering wind path
- Dept. of Regeneration:
  Secure Open Space and wind path
- Dept. Environment:
  Establish basis for enhancement of air quality
- Dept. of Transportation:
  Enhance pedestrian road and bike road

**Integrated Guideline to tackle down Partition Administration**
linkage to sectoral plan

Guideline for realizing goal and strategies in Sectorial Plan

Improving feasibility by designating the execution department
Strengthen feasibility by Spatial Plan

- Balanced Regional Development
- Activate City Center
- Expand Social Housing Supply
- Activate innovation Hub
- Activate Northern South of Seoul
- Improve Regional Transportation Walkable city
- Improve air quality

Major Policies from departments + Review consistency with Strategic Plan

Realization into Spatial Plan

Establish Guidelines For Urban Management Plan

- ZONING
- District Unit Plan
- Urban Development Plan
- Urban Renewal Projects Plan

Providing evidence for integrating major policies and projects into the spatial plan

Strengthen the status of Seoul Plan – the highest level of spatial plan
Characteristics of 2040 Seoul Plan

Linkage between Strategic and Sectorial Plan
Spatial Plan to Implement main policies from headquarter, division,
3 Major Features for Citizen Participation
Expend Citizen Participation

120 of Citizen Planning Group

Direct Participation

Vision chosen by Citizens

Scope Expend
Regional Citizen
Disadvantaged Group

Diversify Participation Method
Citizen Supporters
Constant Survey system
Social Media Platform

Collaborative Decision
VISION chosen by Citizen + Experts + Admin

Through **Constant Feedback** for Vision and Issues from **Various Media Specific** and **Feasible Plan** will be established
2040 Seoul Plan Vision Generating Process

1. Issue Discovery
   - Preanalysis
   - Confirm Major Issues
   - Survey
   - Research disadvantaged group

2. Vision Generation
   - 2019.9
     - Citizen Planning Group
   - 2019.10
     - Online Voting Vision
     - Confirm Vision with Mayer
1. Issue Discovery : Preanalysis

2040 Seoul Plan Main Issue

- Low birth rate Aging
- Environmental Management
- Metropolitan Area Expansion Global Competition
- Lifestyle Changes
- Urban Regeneration Disaster Threat
- Social Conflicts
- 4th Industrial Revolution
- Inter-Korean Relations
- Affordable Housing

2040 Seoul Plan 9 fields, 19 issues
1. Issue Discovery: Survey

Survey on Vision and development direction of Seoul in 2040

- Online survey
  - Sample size: 1,700 (Seoul 1,200 + National 500)
  - Survey period: August 12 - 21, 2019

Tangible issues such as Housing, Employment, Fine Dust
1. Issue Discovery: Interview with 5 disadvantaged groups

<table>
<thead>
<tr>
<th>Seoul should be like...in 20 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>조사 대상: 족방주민 / 장애인 / 이주노동자 / 성소수자 / 청소년</td>
</tr>
<tr>
<td>조사 방법: 영역별 사회적 약자와 함께 소규모 간담회, 워크숍 개최</td>
</tr>
</tbody>
</table>

Informal Settlements Residents

- ‘너 공부 안하면 나중에 저렇게 된다!’
  - “이러한 이야기가 얼마나 잘못된 것인지 인지하면 좋겠어요…”

Disabled

- “지금도 식당에 가면 ‘어서 오세요’가 아니라 ‘왜 오셨어요’라고 물어요”

Migrant Workers

- “이주노동자들은 어린 아이가 아닙니다”
  - 이주민에게 반말이나 욕은 치명적 인권침해입니다

Gender Minority

- “성소수자라는 시민인가?”
  - 시민입니다. 여러분의 주변에 늘 있는 사람입니다.

Teenager

- “2040년에 우리 아이들은 이런 서울에서 살게 하고 싶어요”

Collect feedbacks from disadvantaged group in advance
2. Vision Generation: Citizen Planning Group

### 1회차 (09.21)
- Thing about life in Seoul (working, playing, living, moving)
- Think about Seoul itself (Global city, Capital)
- Imagine life in Seoul in 2040 (working, playing, living, moving)

### 2회차 (09.28)
- Confirm and integrate Keywords for Vision
- Think about projects based on Vision
- Elect 2 representative for citizen planning group

---

Vision and Projects for 2040 Seoul Plan chosen by Citizen Planning Group
2. Vision Generation: Citizen Planning Group

Issue Discovery

‘Life in Seoul in 2019?’
- Working in Seoul
- Living in Seoul
- Moving in Seoul
- Playing in Seoul

Pros and Cons of Seoul

‘Seoul as a city?’
- Global City
- Capital of Korea
- City with 10 million people

Keyword of 2040 Seoul Vision

‘Life in Seoul in 2040?’
- Working in Seoul in 2040
- Living in Seoul in 2040
- Moving in Seoul in 2040
- Playing in Seoul in 2040

Current Issues from Citizens

Direction setting Seoul should pursue

Generate Vision for Seoul in 2040

Word Cloud

Statistics Analysis

associative language analysis
2. Vision Generation: Vision

Sustainable Pleasant Seoul
Free and Colorful Seoul
Embracing Diversity Seoul

2040 Seoul Plan VISION

Colorful Pleasant Seoul
Flexible and Fair Seoul
Future Seoul with Diversity

Identify 6 options for Vision of 2040 Seoul Plan
2. Vision Generation : Online Voting

- Sustainable Pleasant Seoul: 42.8%
- Flexible and Fair Seoul: 27.2%
- Free and Colorful Seoul: 14.3%
- Colorful Pleasant Seoul: 10.7%
- Future Seoul with Diversity: 9.1%
- Embracing Diversity Seoul: 5.6%

Online questionnaire
- Sample size: 1,000
- Survey period: October 1, 2019 ~ October 4, 2019

Embroiding questionnaire
- Sample size: 393
- Survey period: October 2, 2019 ~ October 7, 2019

“Sustainable Pleasant Seoul”
2. Vision Generation: Main Issue

2040 VISION

Relaxed Life
- 여가
- 삶의 질
- 즐기는
- 편안한

Community
- 공동체
- 노인
- 참여
- 존중

Vibrant Economy
- 활력
- 생기
- 기술
- 일자리

Convenient and Safe City
- 대중교통
- 안전
- 녹지
- 시설

Housing Welfare Education
Civil Society Innovation
Urban Competitiveness
Sustainable

Spatial Planning

Evidence of Composition for Strategic Planning
How to realize 2040 Seoul Plan
1st Round: Keywords for Vision of Seoul in 2040

Sustainable Pleasant City

Relaxed Life
Community
Vibrant Economy
Convenient and Safe City

Housing Welfare Education
Civil Society Innovation
Urban Competitiveness
Sustainable

Spatial Planning
『2040 Seoul Plan』 Steering Committee

2040 Seoul Plan Steering Committee

Executive Office
기획조정본부, 도시계획국, 서울연구원

Executive Master Planer
총괄계획가, 의회 상임위원장, 시민계획단 대표, 기조실장, 도시계획국장, 분과위원장, 서울플랜 연구책임

Seoul Plan Research Center
Seoul Institute

Housing Welfare Education
주거복지·교육·문화

Urban Competitiveness
산업/일자리·스마트도시·관광·역사

Sustainable
안전·기후환경·물순환·생태

Civil Society Innovation
여성·건강·청소년·민주·인권

Urban Spatial
도시계획/재생·주택·교통
Establish Mayoral body for building cooperation system among departments
THANK YOU