

AR4U030 Graduation Lab
Urban Transformation and Sustainability
Globalization Studio
MSc 4 Urbanism 07-08

P5 Presentation

Yeouido, Seoul's window

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Date_ 27.June.2008

ANALYSIS

+ Seoul
Global
City Region
City of Seoul

+ 3 Business centers
Analysis
Problem Statement
Research Question

+ Yeouido
Connectivity
Environment
Function

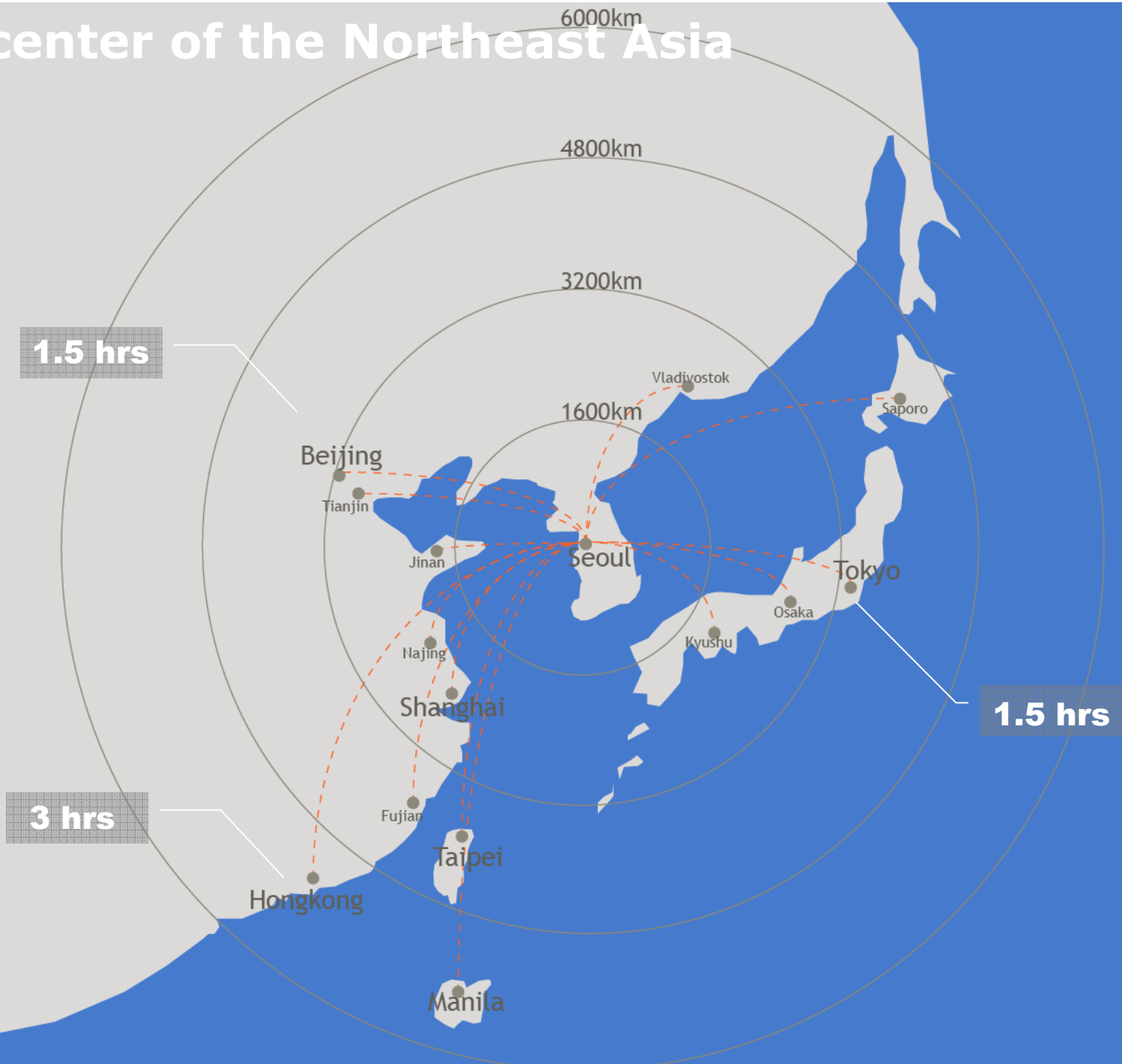
DESIGN

+ Station
+ Main boulevard
+ Commercial corridor

EFFECT

+ 2020 Perspective
+ 2040 Perspective
+ Conclusion

The center of the Northeast Asia



Location

Global

Seoul, A Big Global Hub

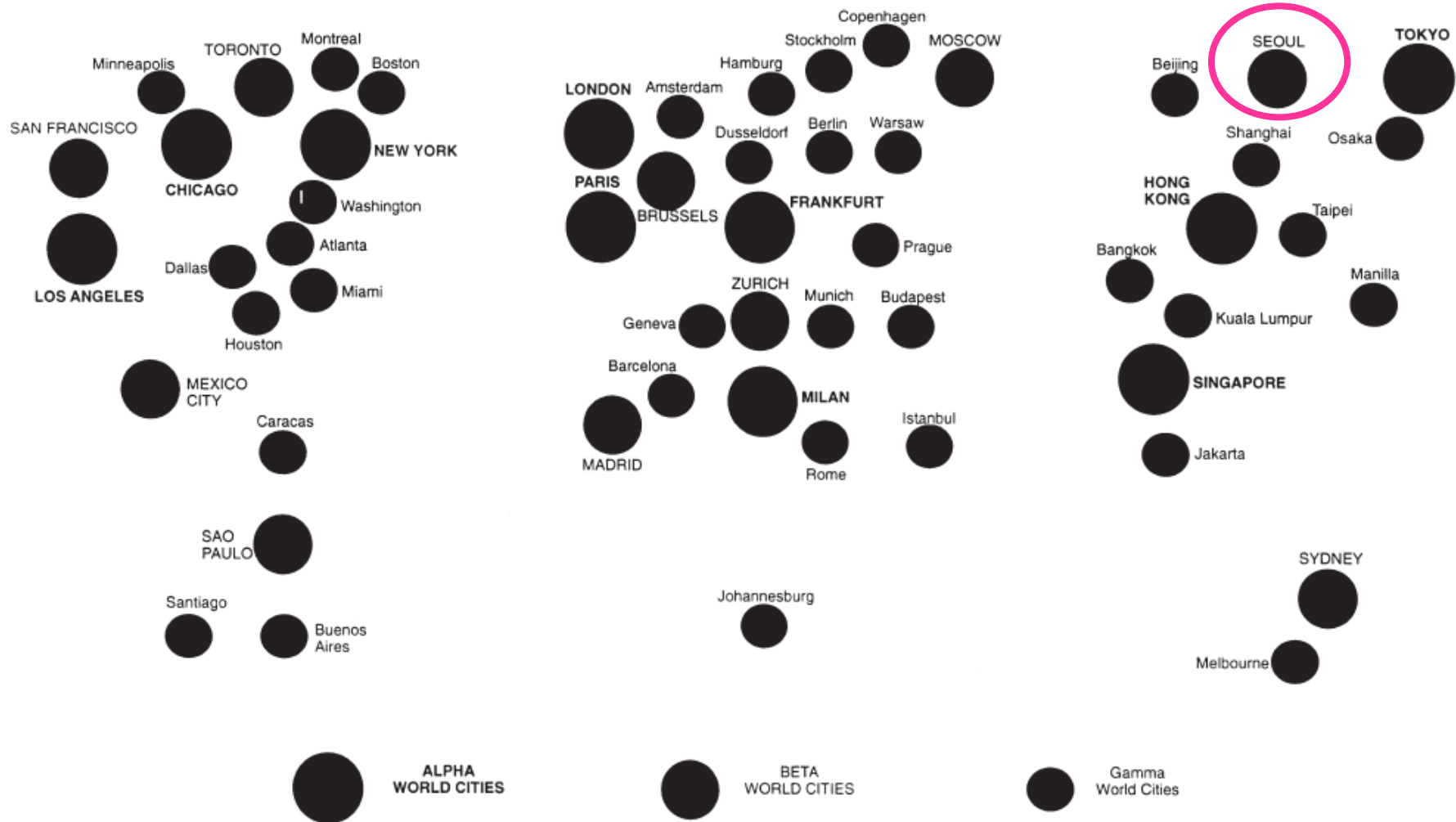
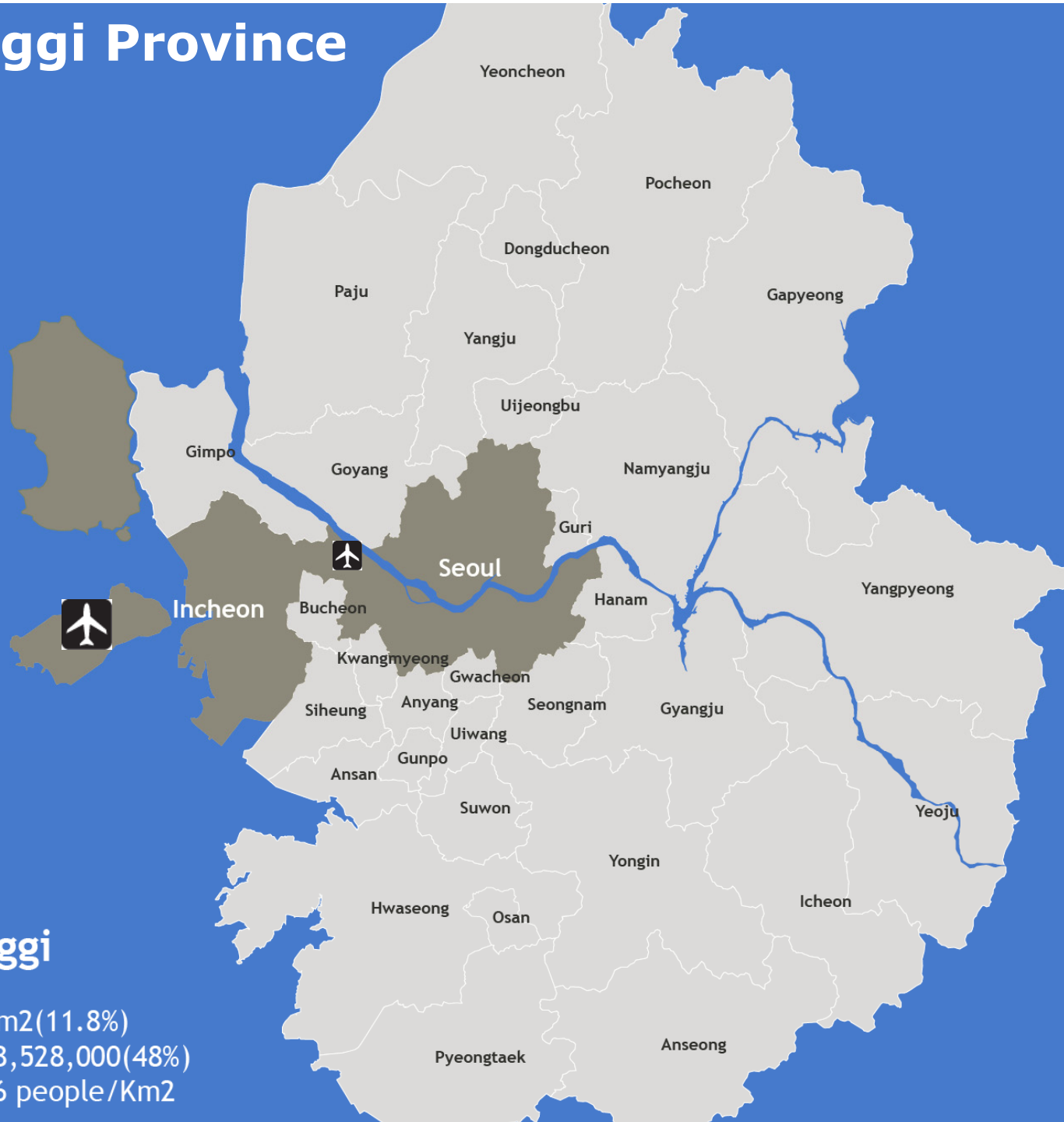


Figure 1 The world according to GaWC

* World-cityness values were produced by scoring 3 for prime centre status, 2 for major centre status, and 1 for minor centre status.

City of Seoul performs as one of the major centers in advanced producer services.

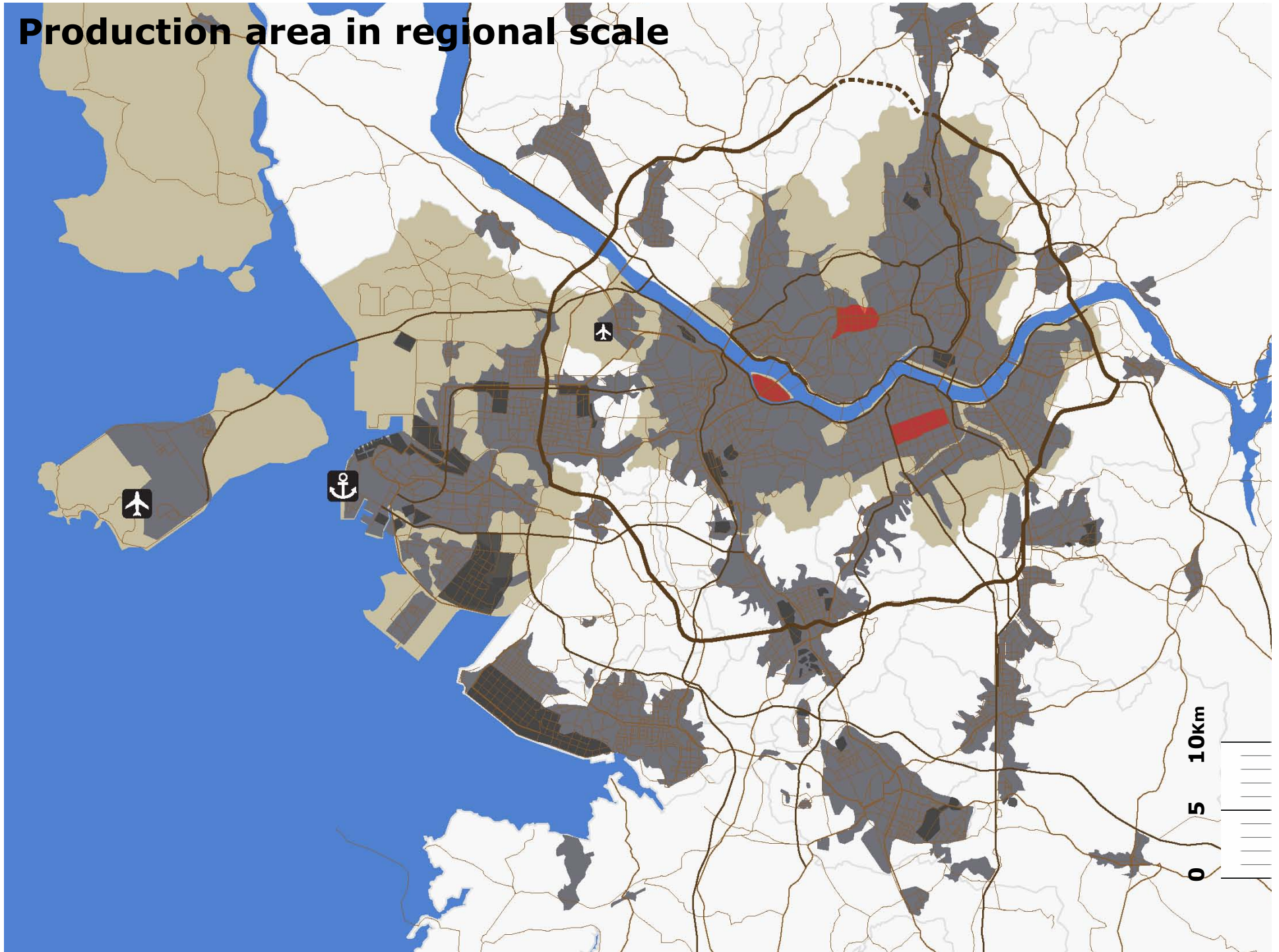
Gyeonggi Province



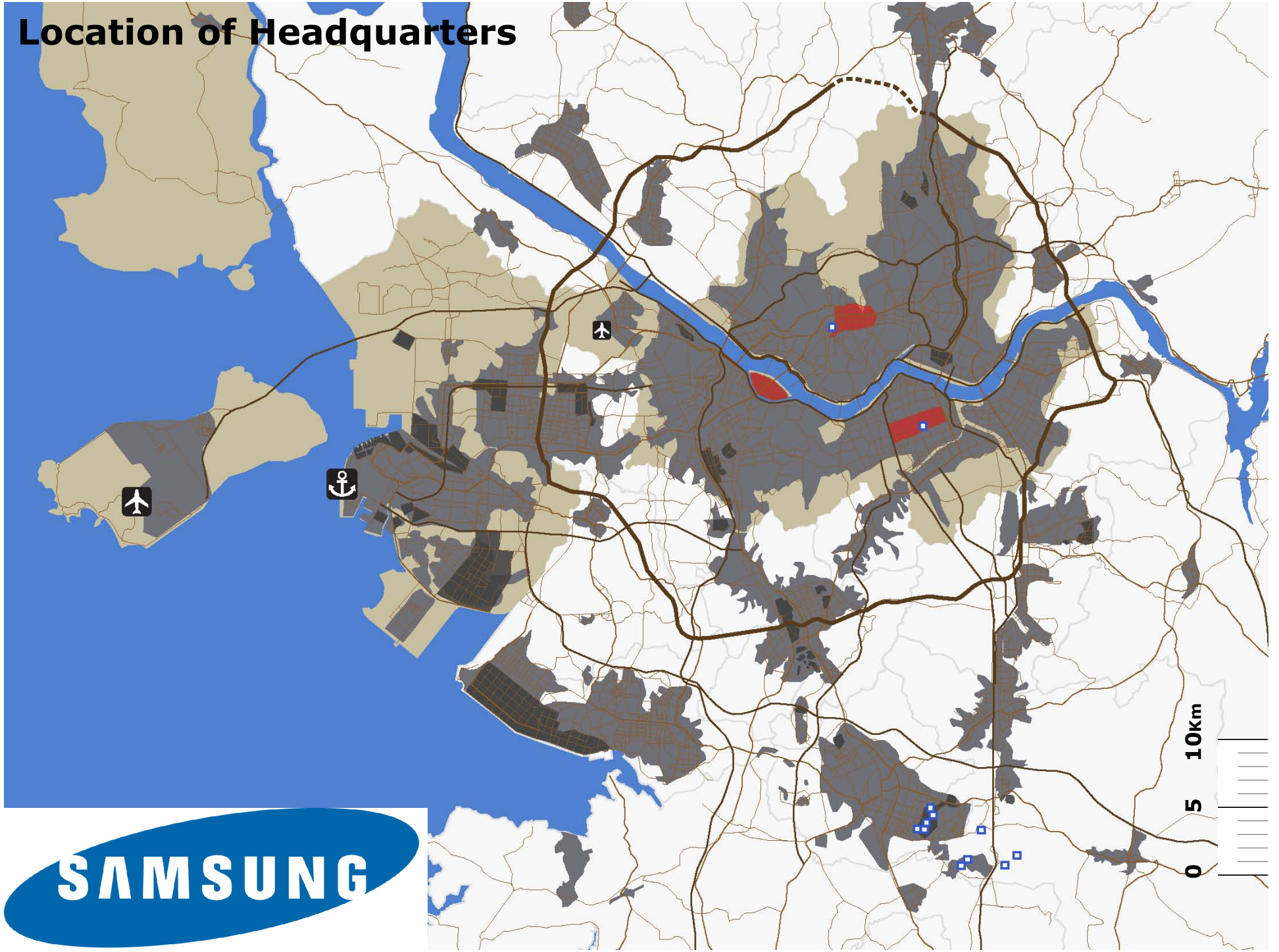
+ Gyeonggi

Area_11,730Km2(11.8%)
Population_ 23,528,000(48%)
Density_ 2,006 people/Km2

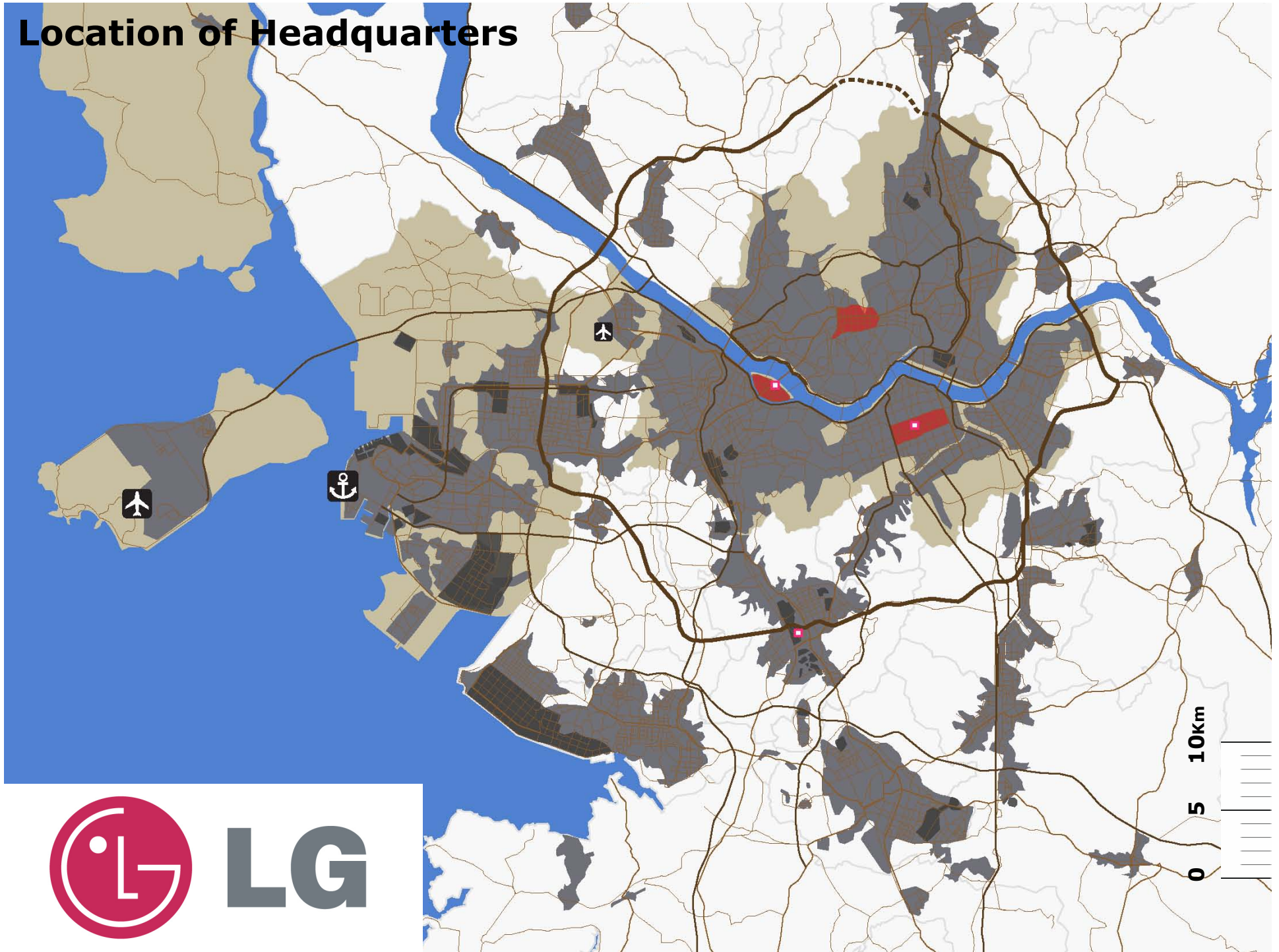
Production area in regional scale



Location of Headquarters

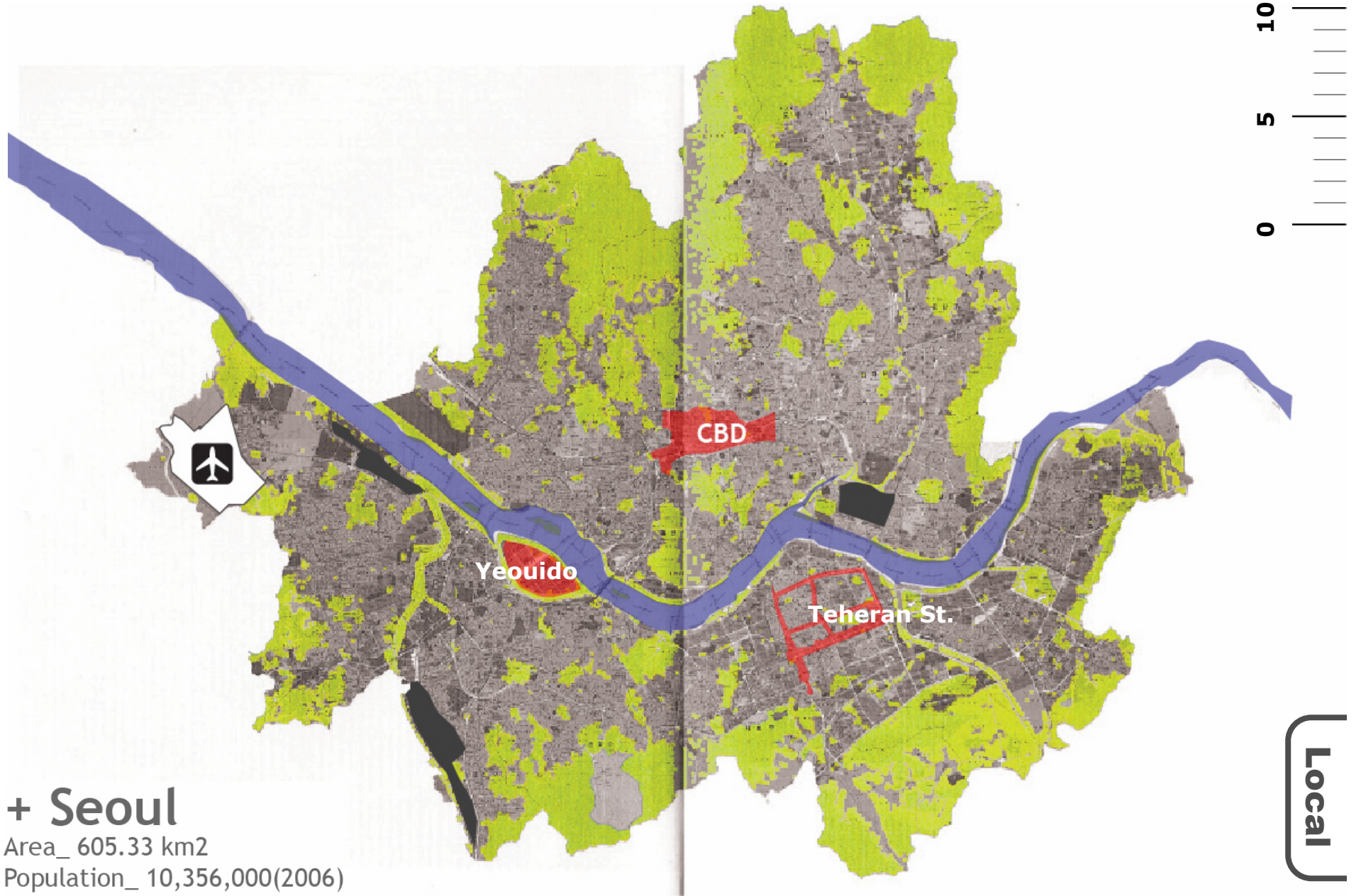


Location of Headquarters



There is an obvious trend towards the specialization of command and control activities in City of Seoul and the relocation of manufacturing industries to the Seoul capital region.

Seoul



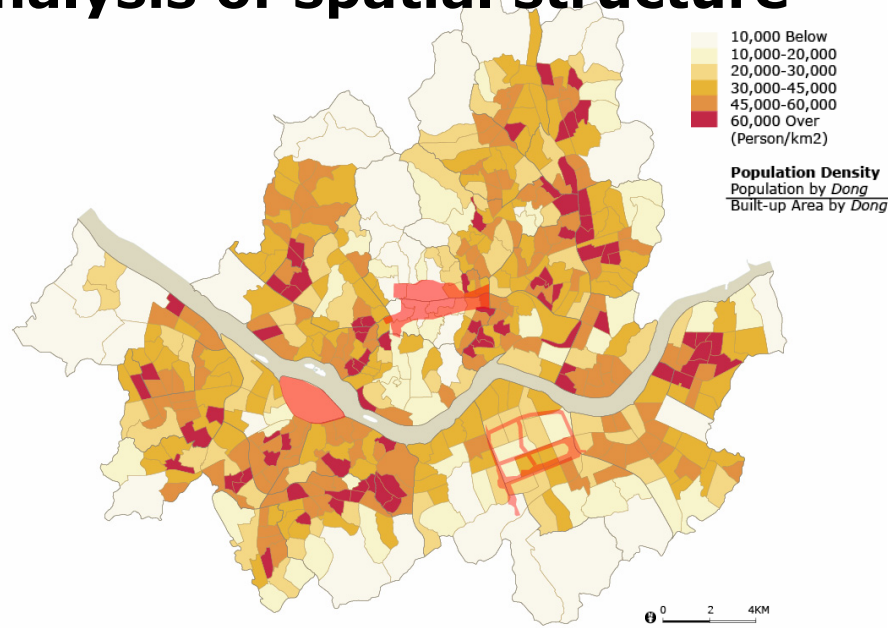
+ Seoul

Area_ 605.33 km²

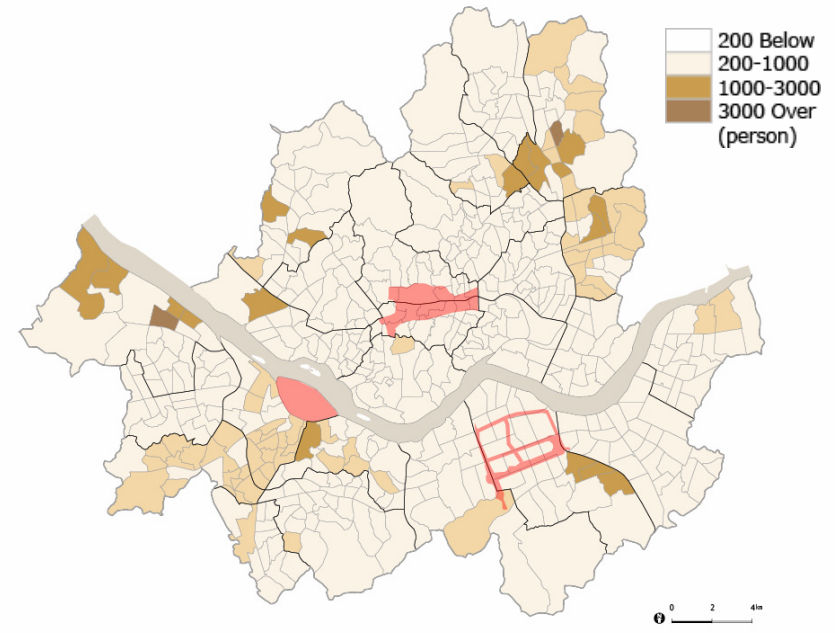
Population_ 10,356,000(2006)

Density_ 17,108 per km²

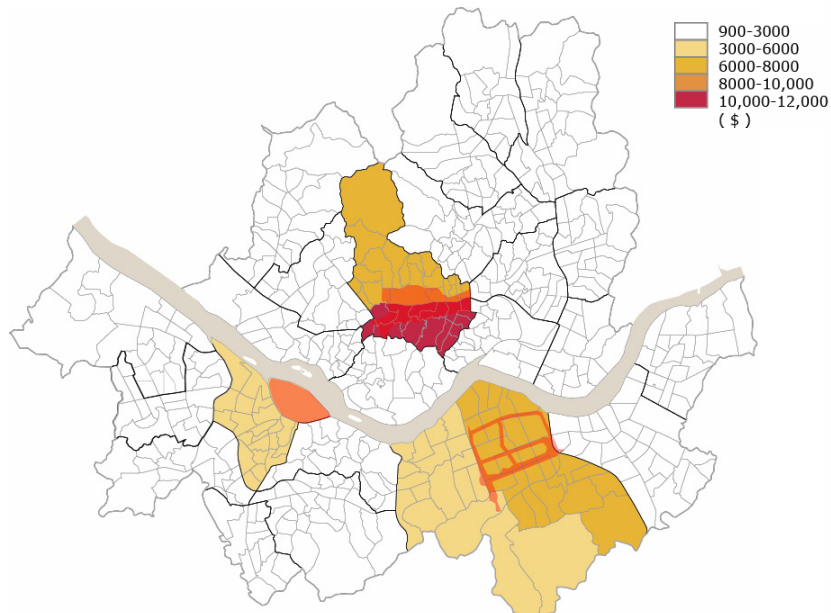
Analysis of spatial structure



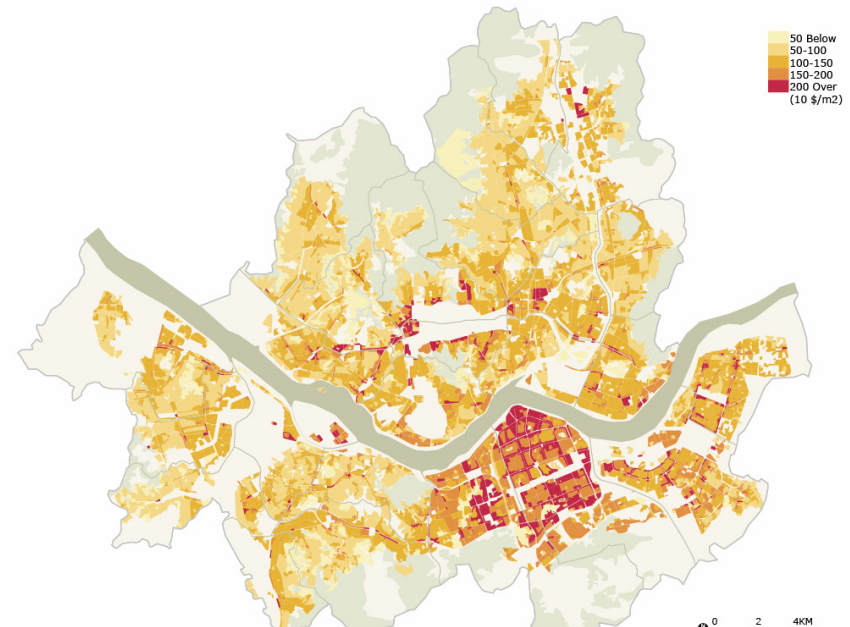
Population Density, 2000



Social Welfare Recipients, 1999



Local tax by a household, 2006



Residential Land Value, 2000

Seoul has been developed focusing on business centers. The business centers have shaped spatial structure of Seoul and caused unbalanced development.

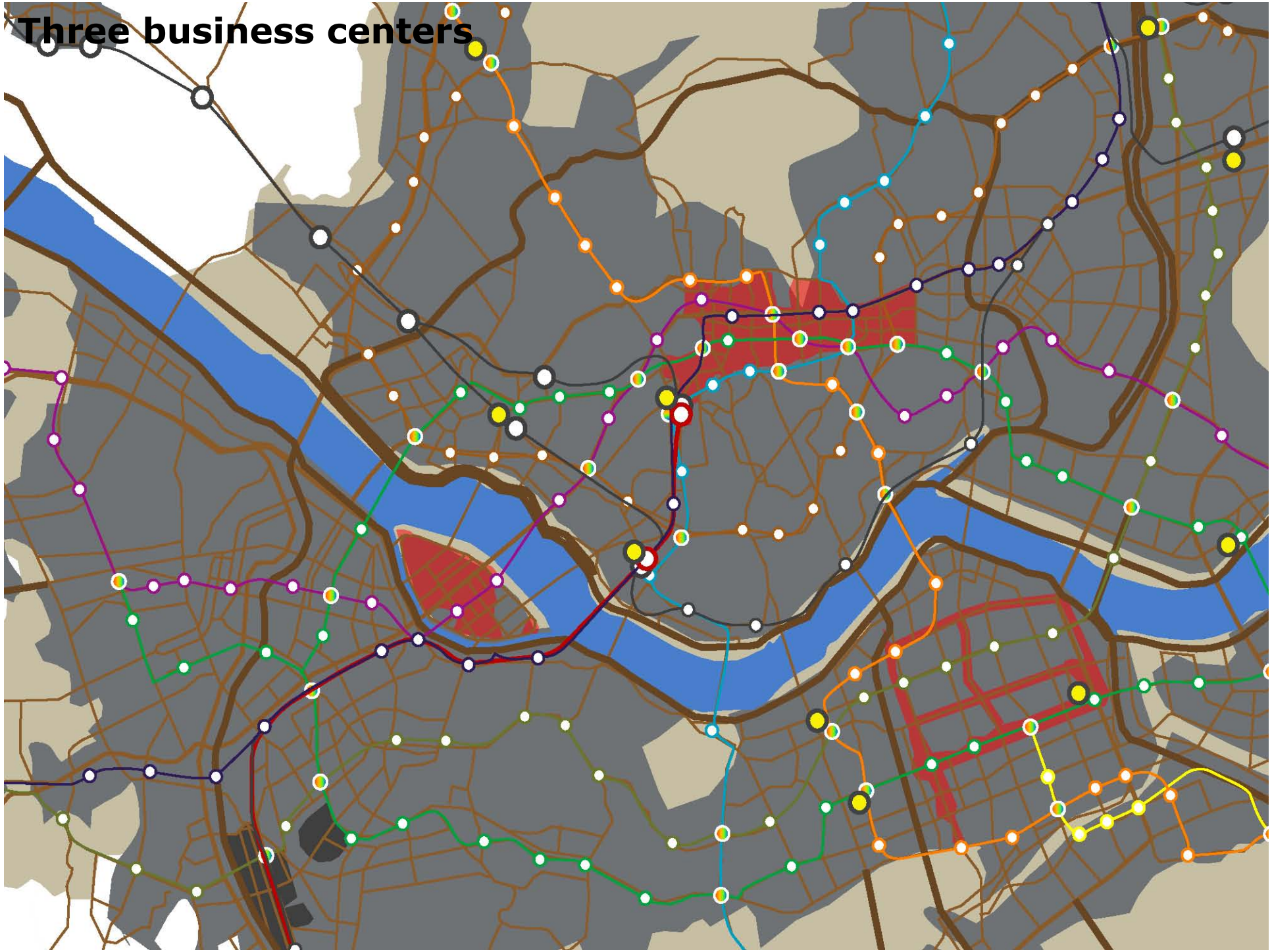
3 Main Business Centers

- CBD , Teheran St. and Yeouido

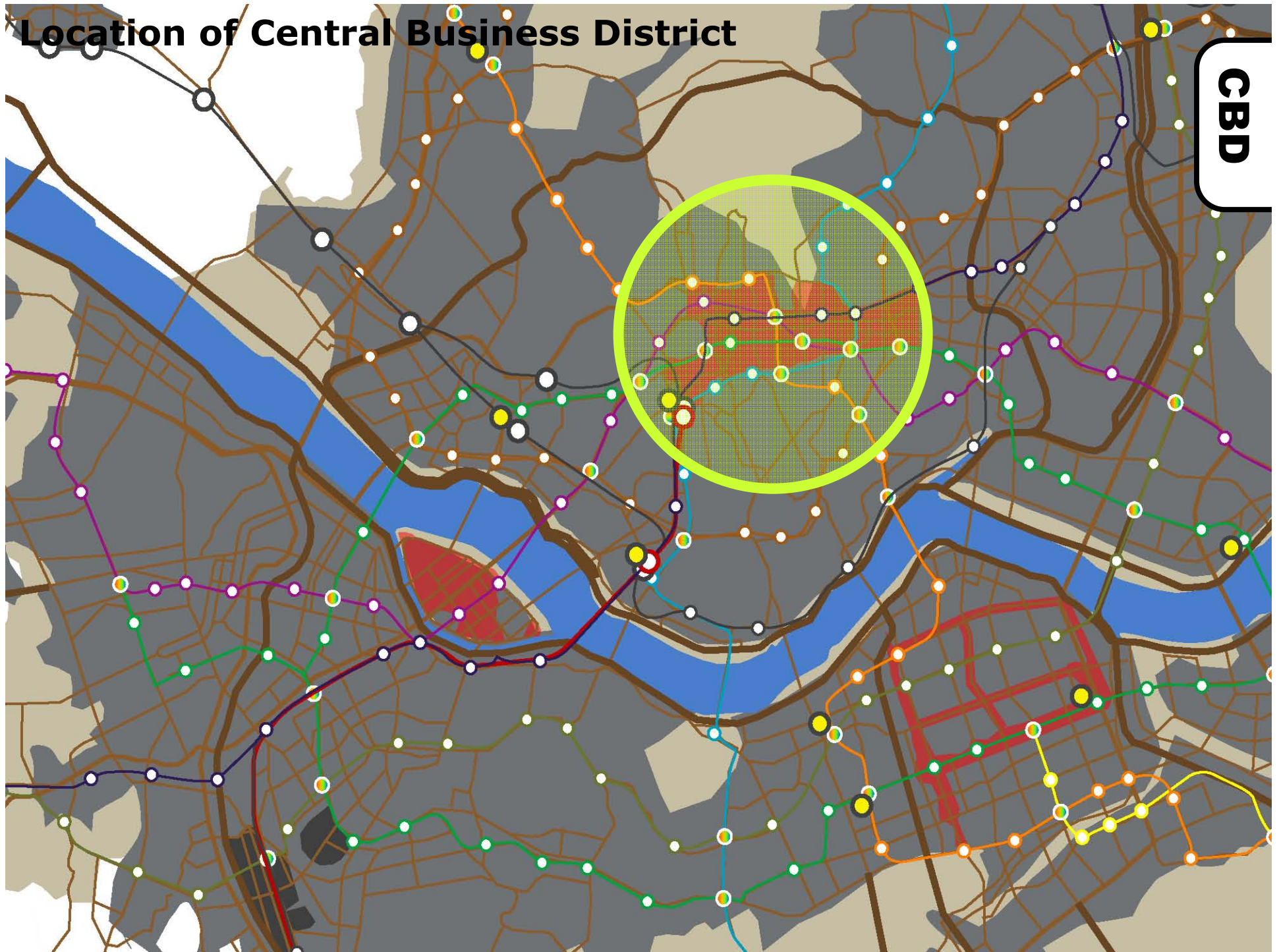
The business center is the economic engine of the city, networked in the global economy. The business center is made up of an infrastructure of telecommunications, communications, advanced services, and office space, based upon technology-generating centers and educational institutions. It thrives upon information processing and control functions. It is usually complemented by tourism and travel facilities. **It is a node of the inter-metropolitan network.**

Dunford and Kafkalas, 1992

Three business centers



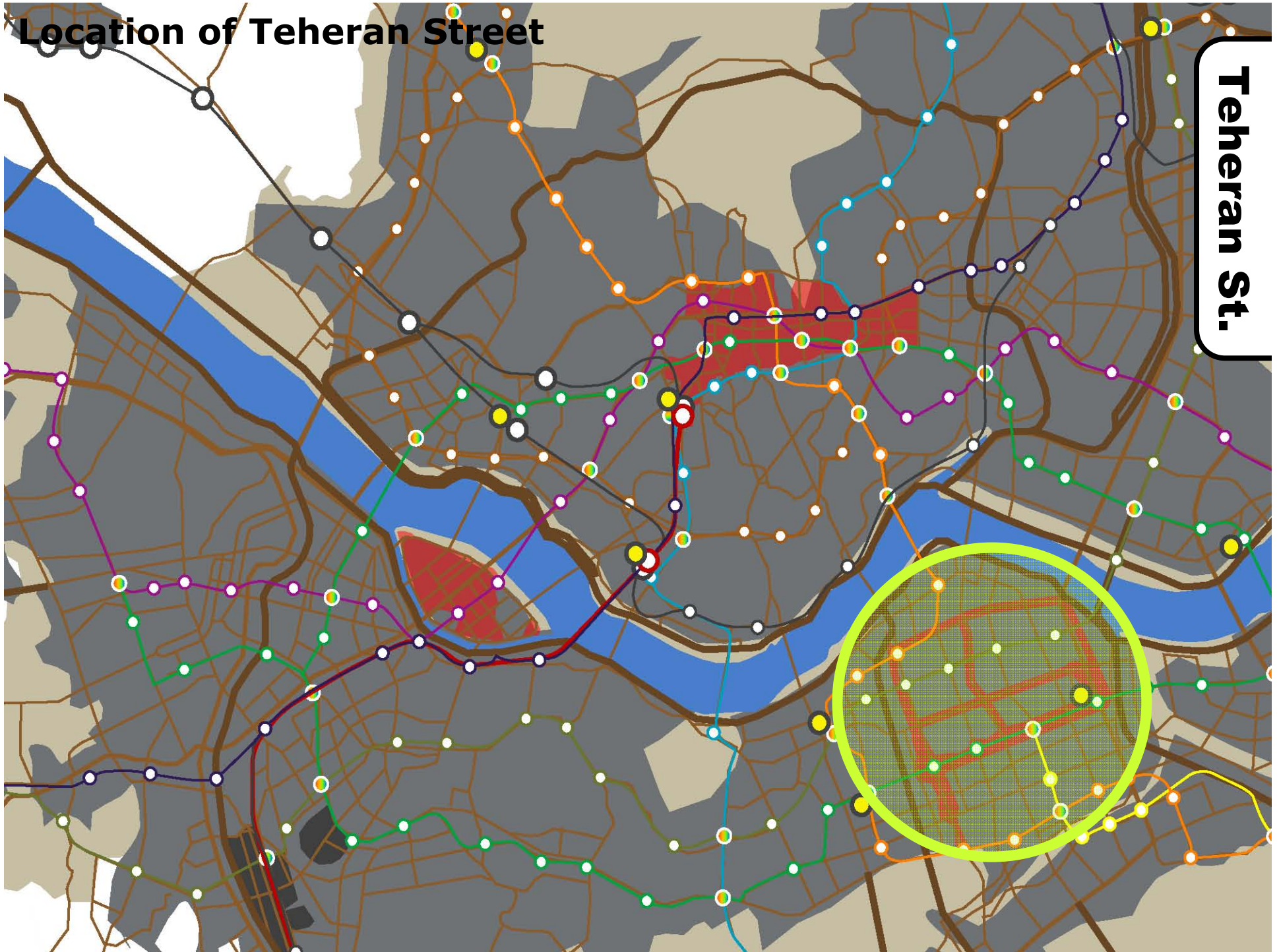
Location of Central Business District





Location of Teheran Street

Teheran St.

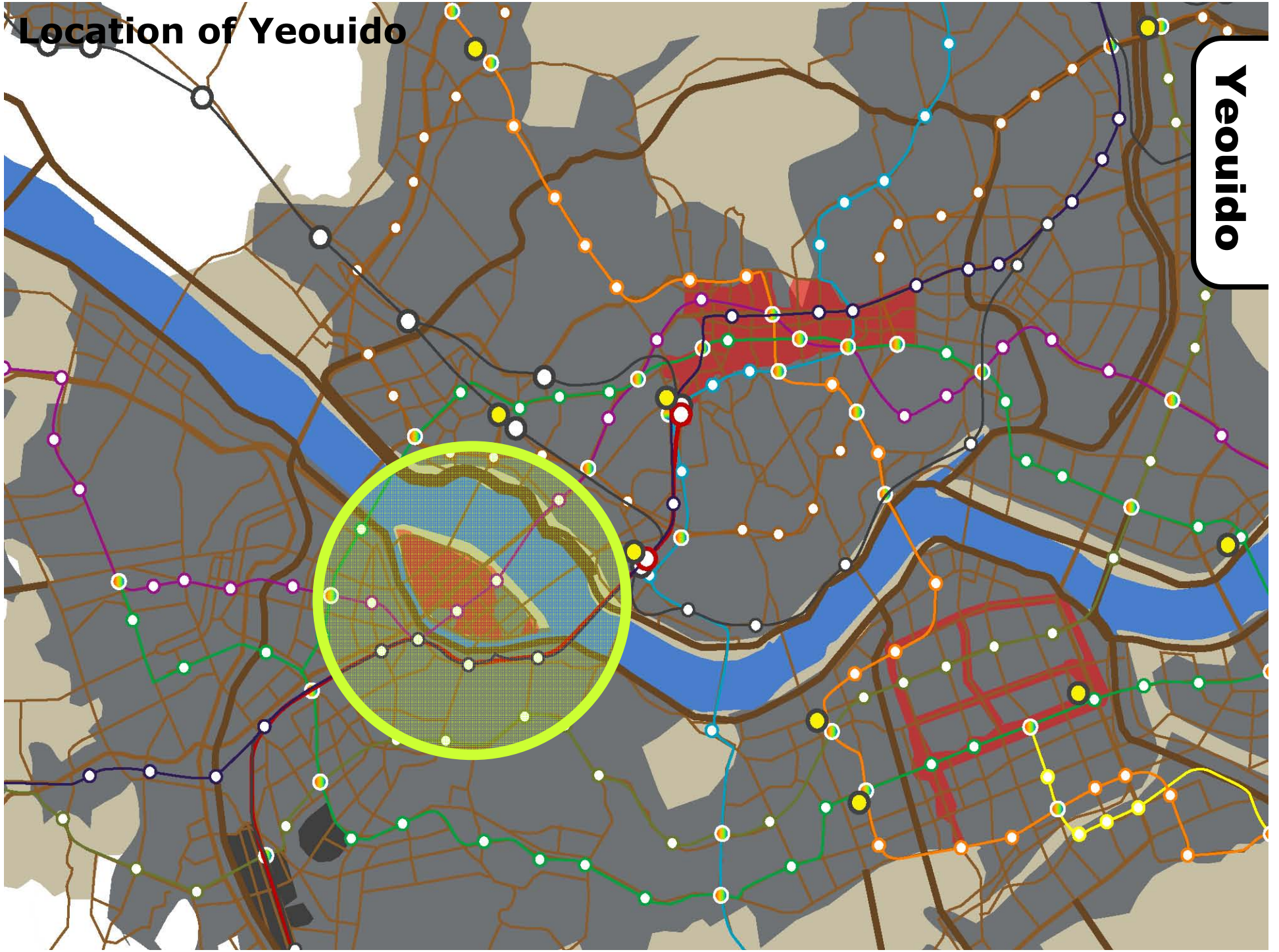




Teheran St.

Location of Yeouido

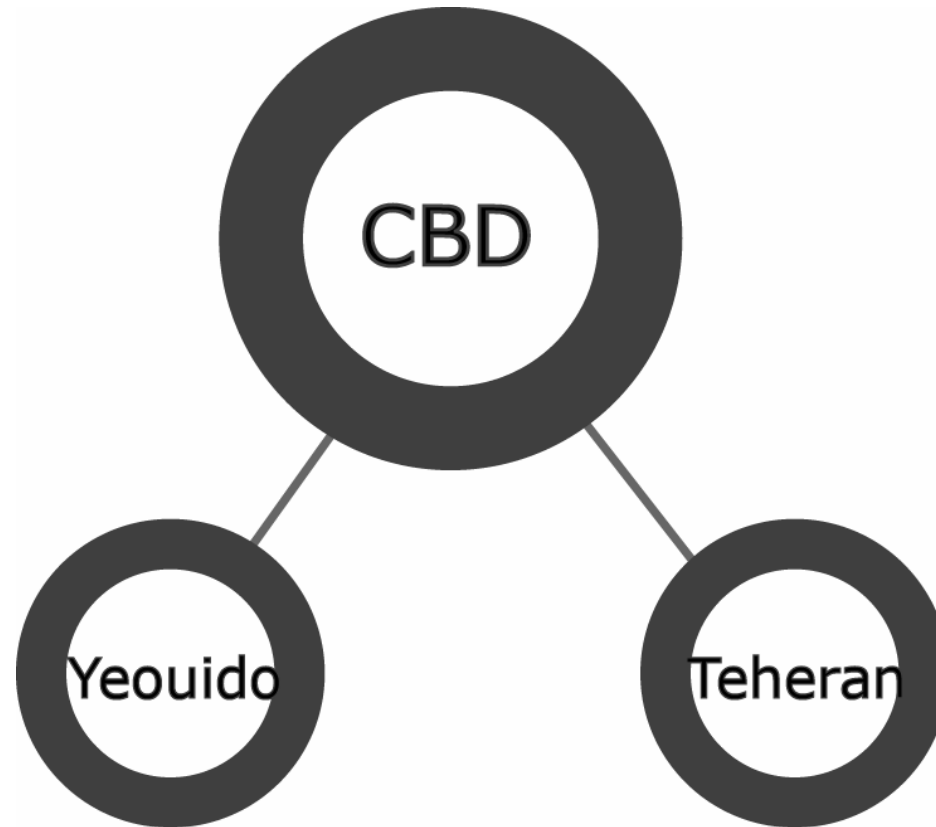
Yeouido



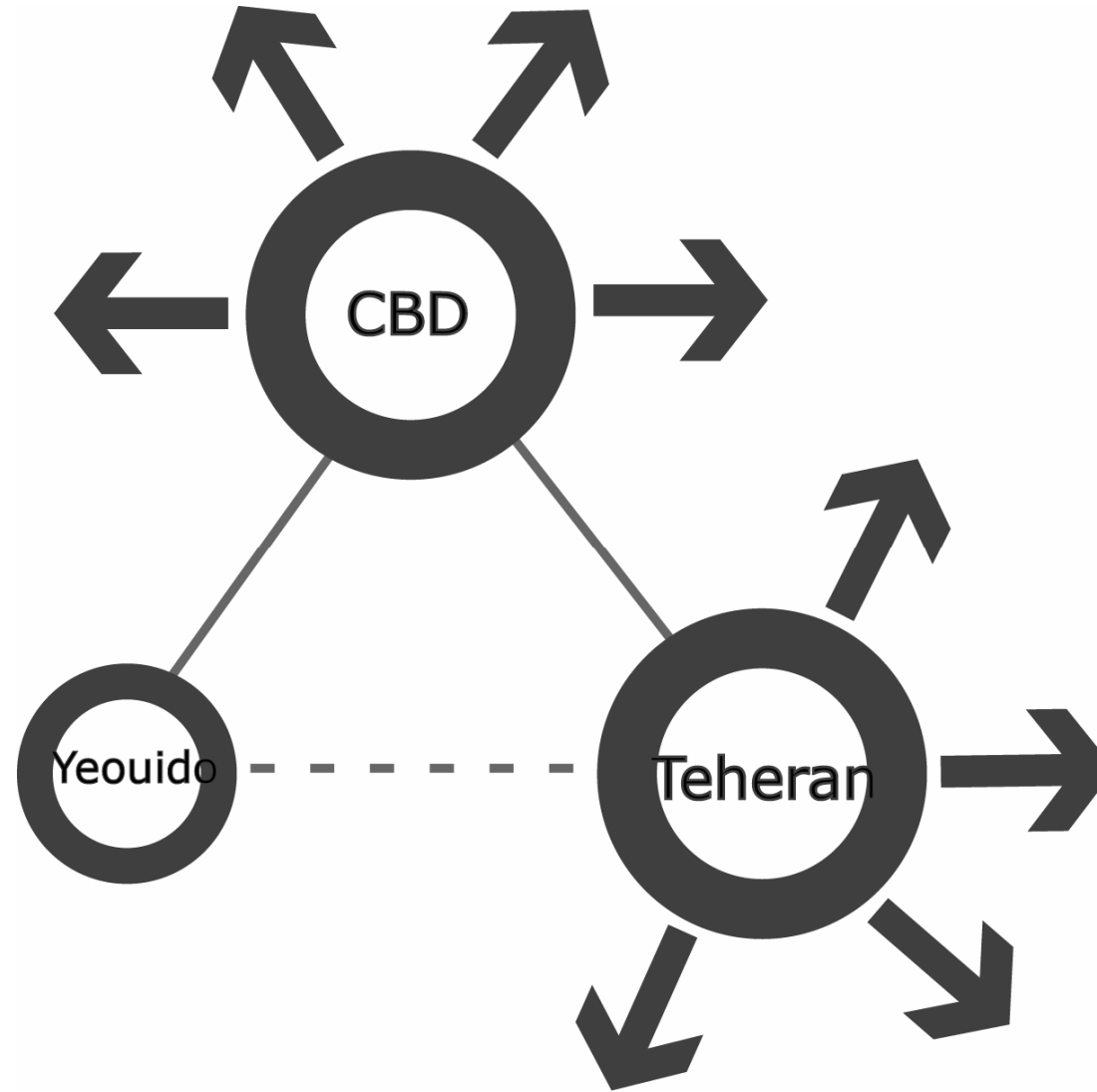
Yeouido



Main CBD and Two sub-centers

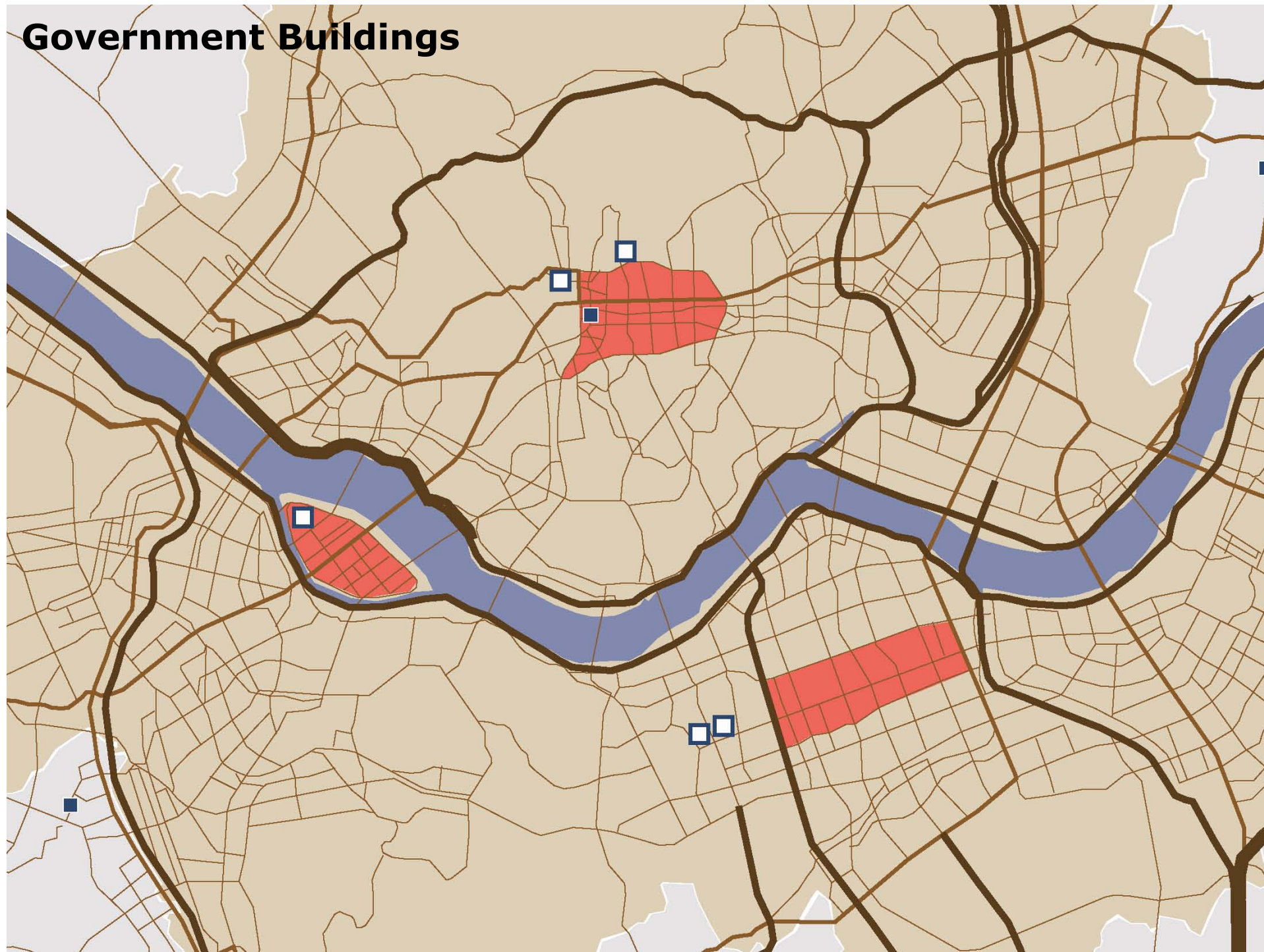


Two main centers and a sub-center of CBD

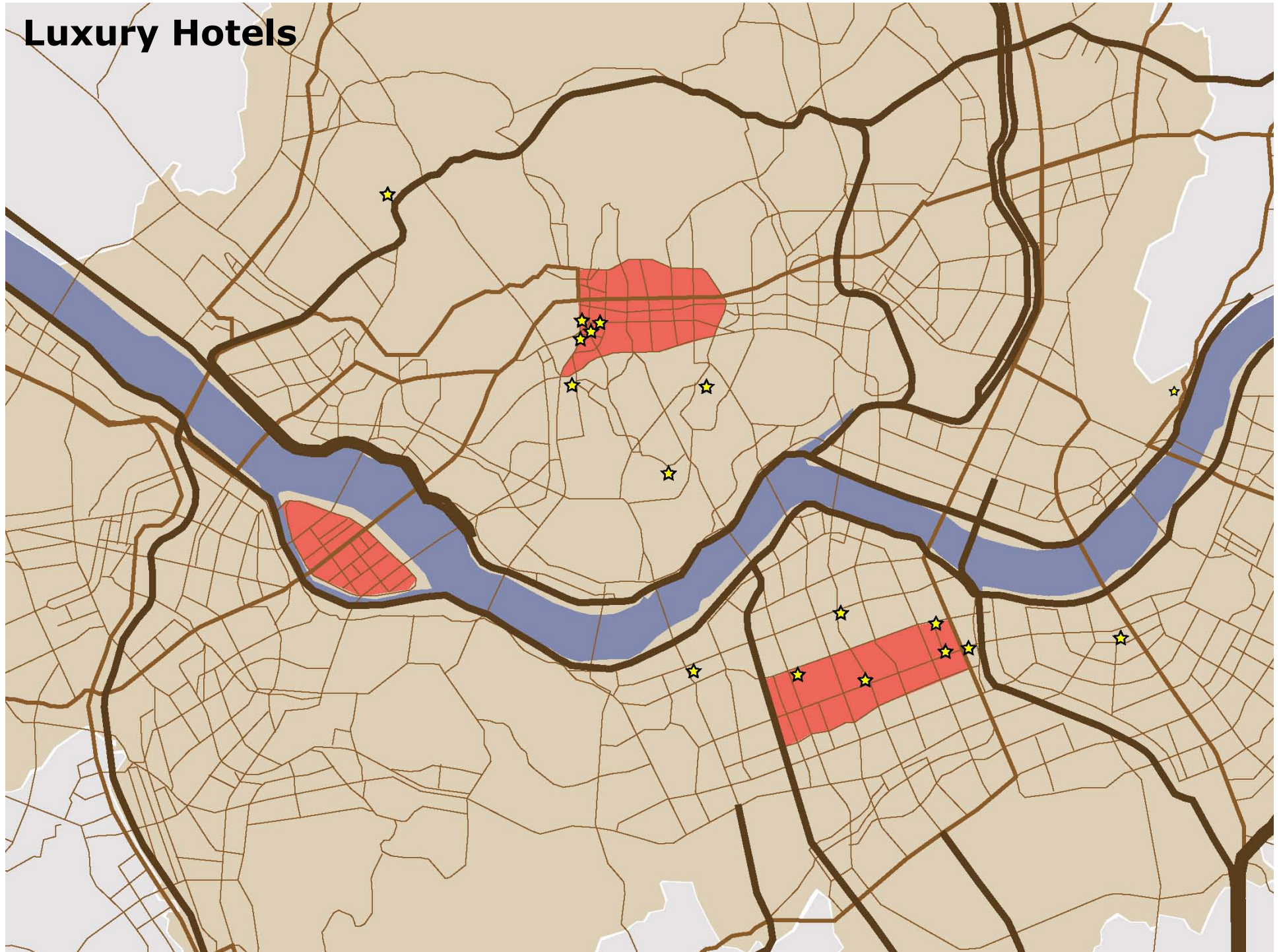


Present

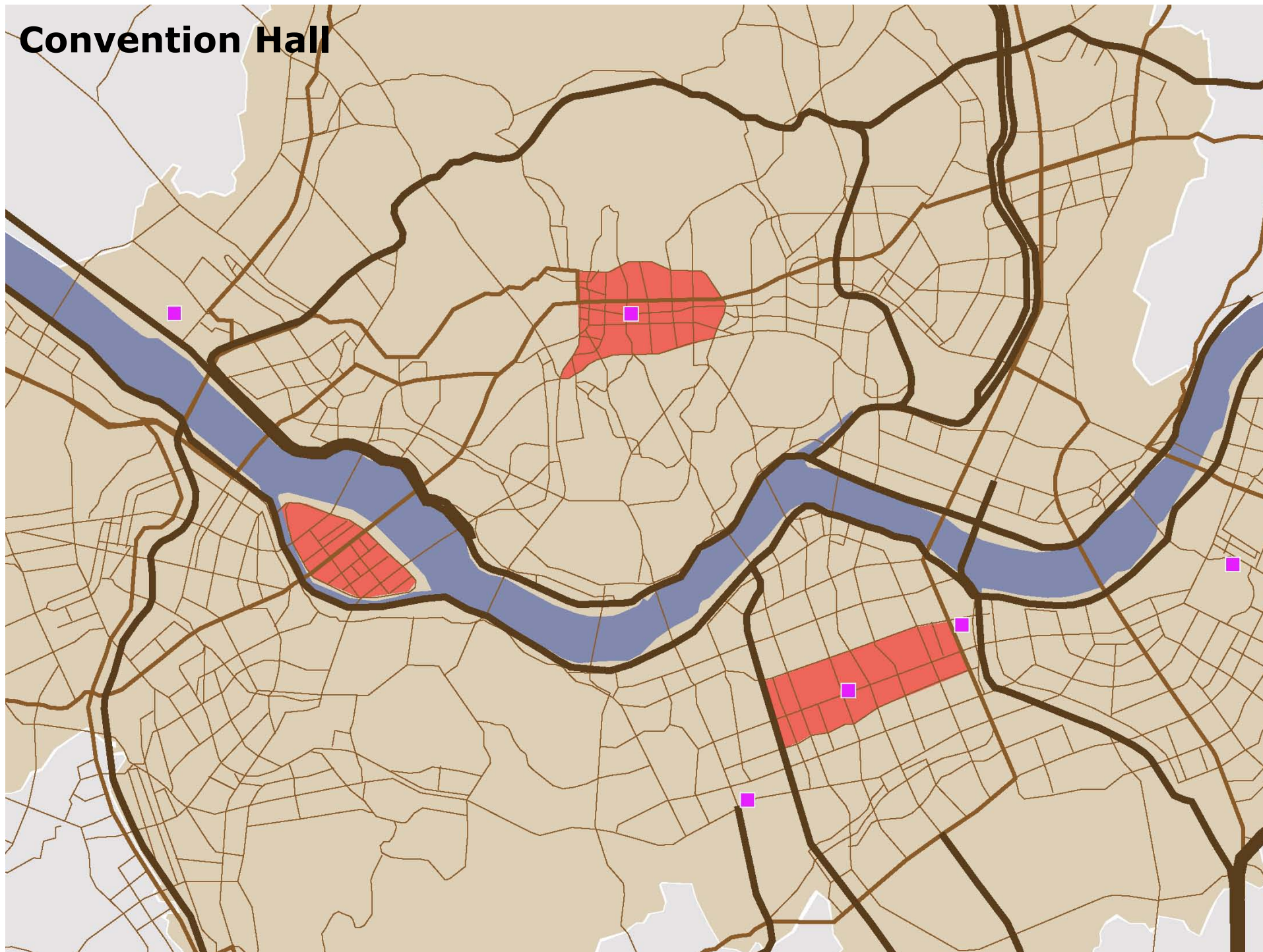
Government Buildings



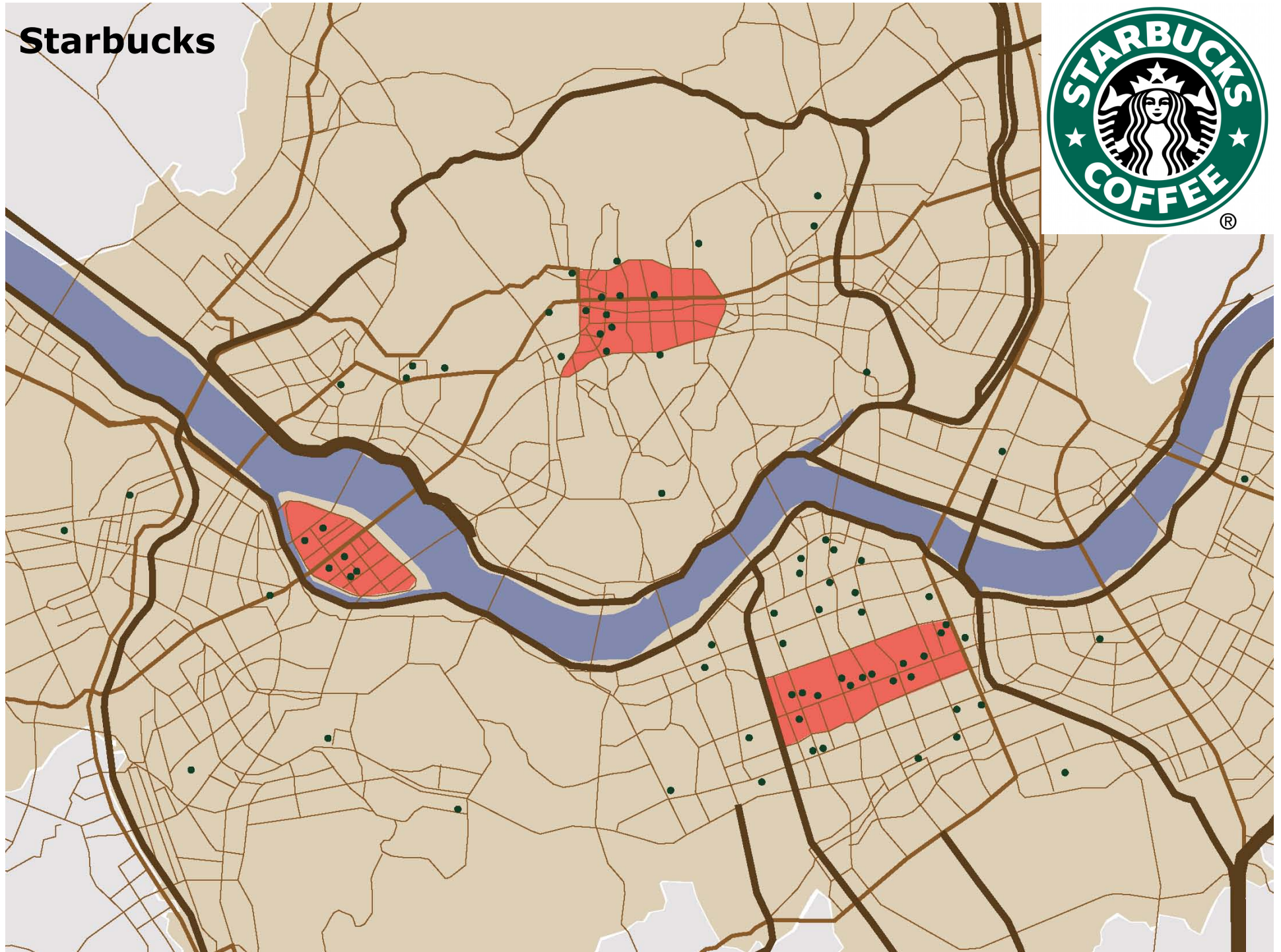
Luxury Hotels



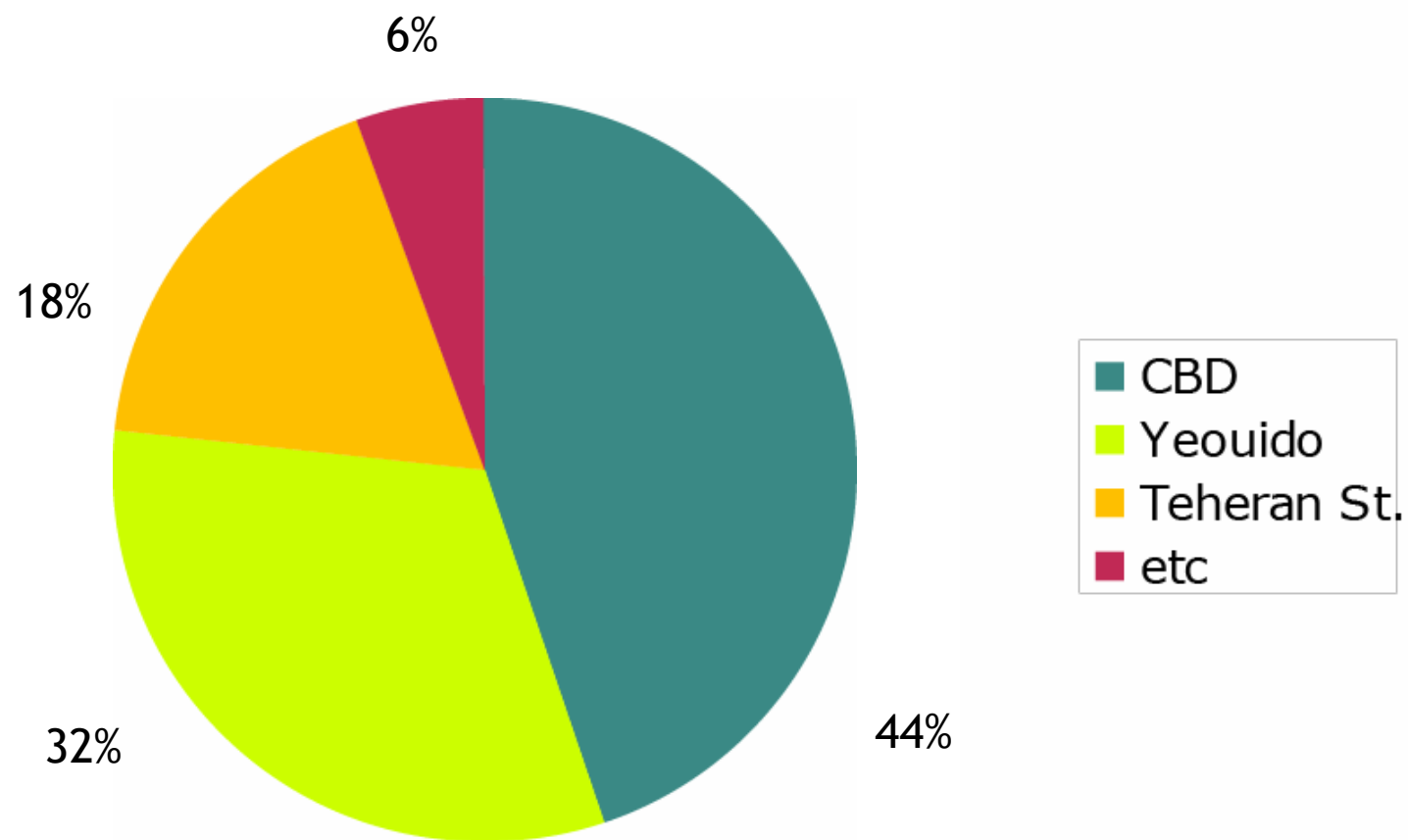
Convention Hall



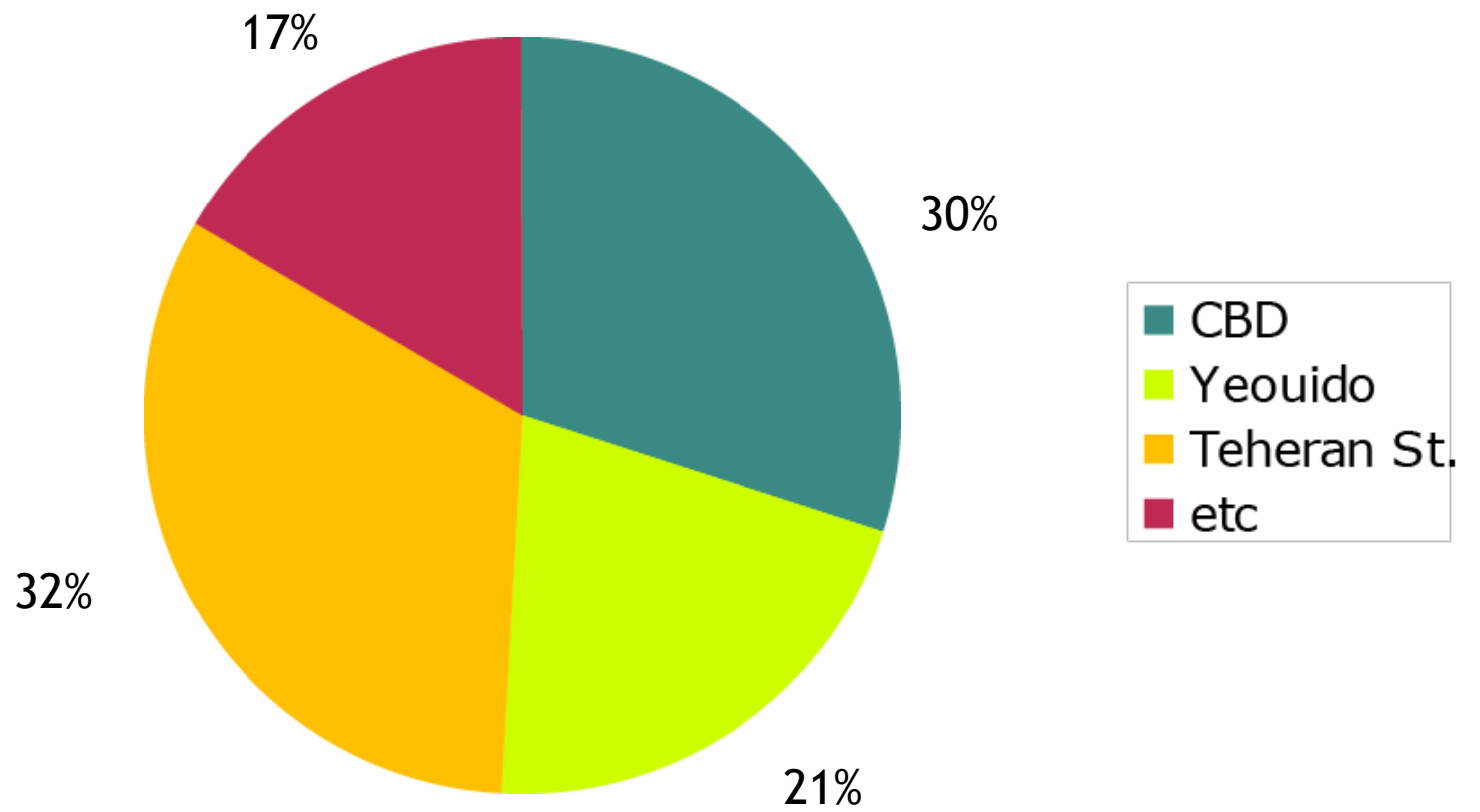
Starbucks



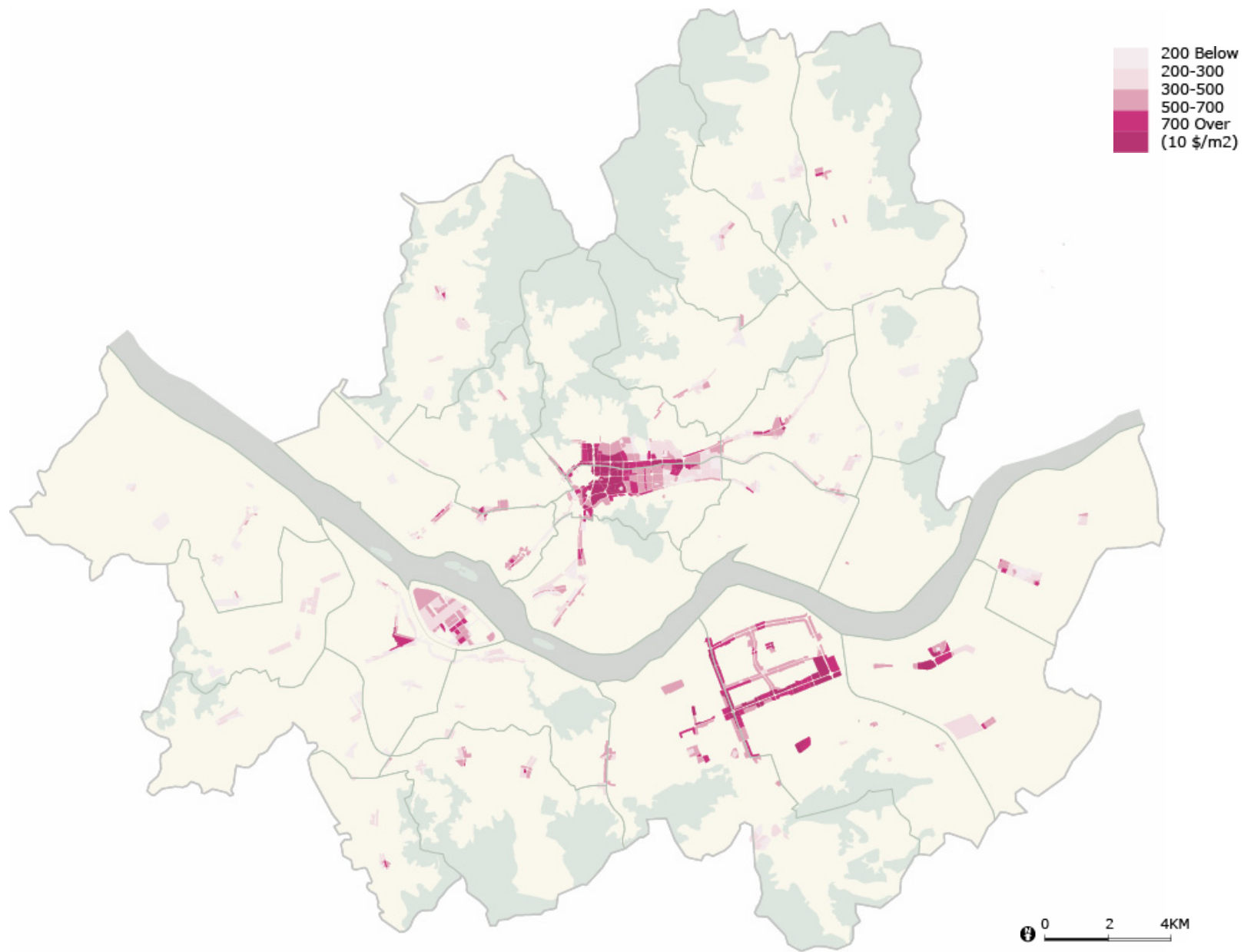
Large-sized Office Area, 1990



Large-sized Office Area, 2003



Commercial Land Value, 2000



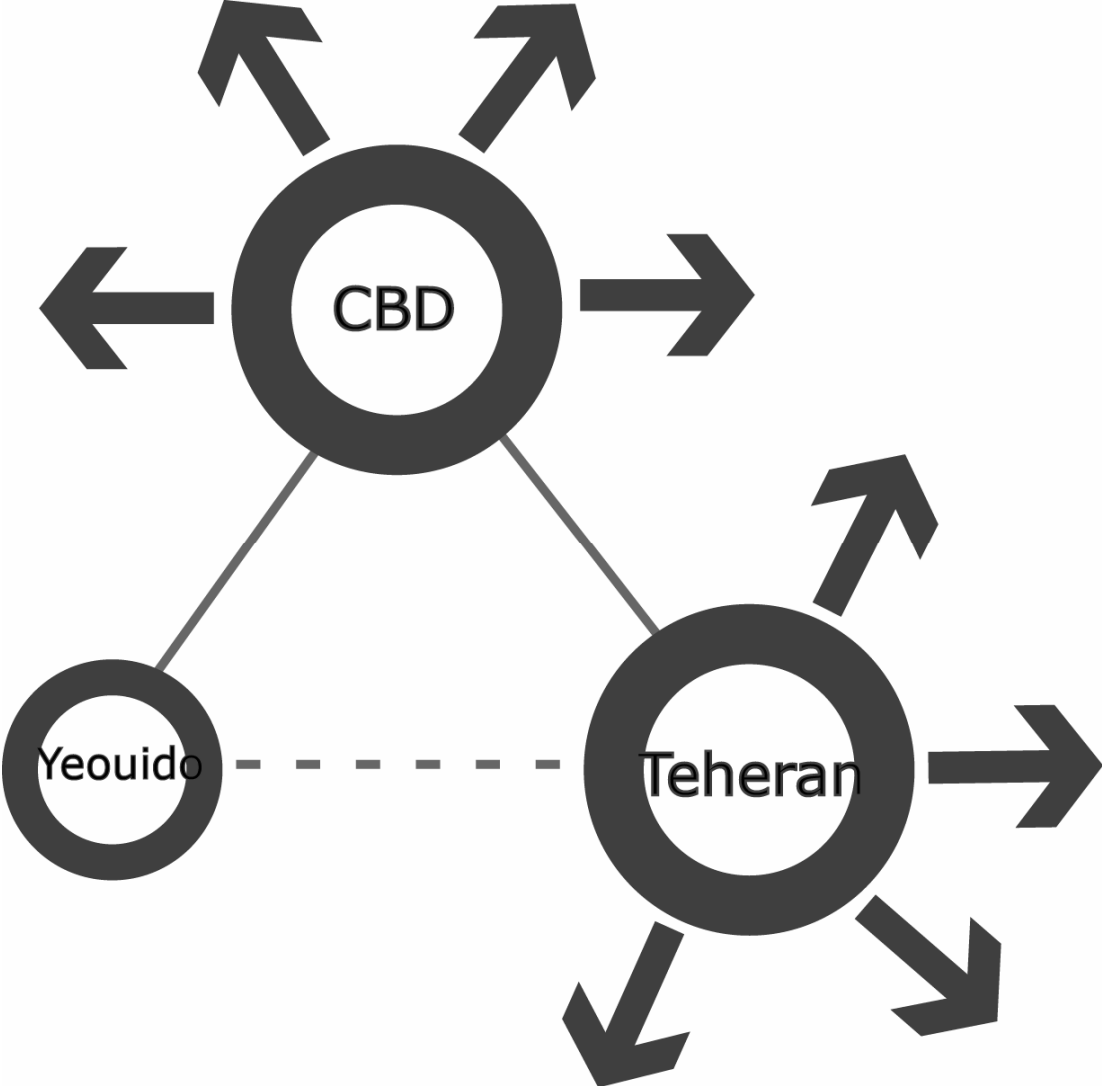
Source : Ministry of construction and Transportation, Land properties, 2000

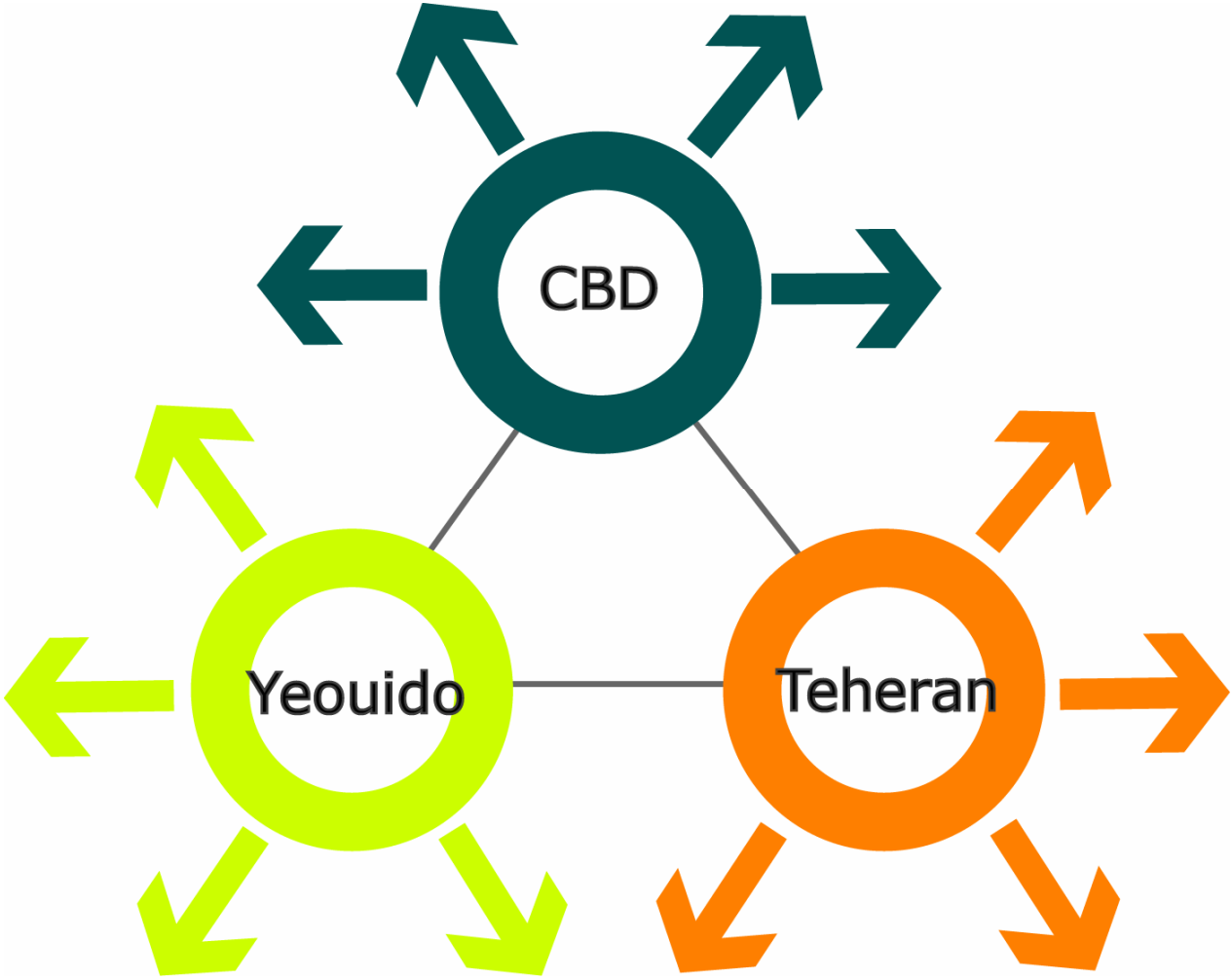
In order to promote **a more even and homogenous development** of Seoul, the three existing business centers should work in a more balanced way.

However, the competitiveness of Yeouido as a business center of Seoul is decreasing and it is not performing well even as a local center.

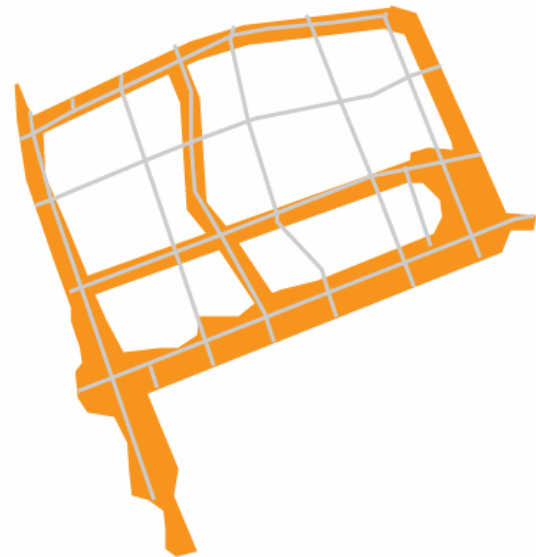
How to regenerate Yeouido as an international business center of Seoul, in synergy with the other two existing business centers?

What are the spatial elements necessary in order to reinforce the role of Yeouido as an international business center?





Three Business Centers



The character of three Business Centers



HISTORY



FUTURE



PRESENT

Objective of Yeouido



Yeouido

1968



2008



3 Analytical Approaches

Connectivity

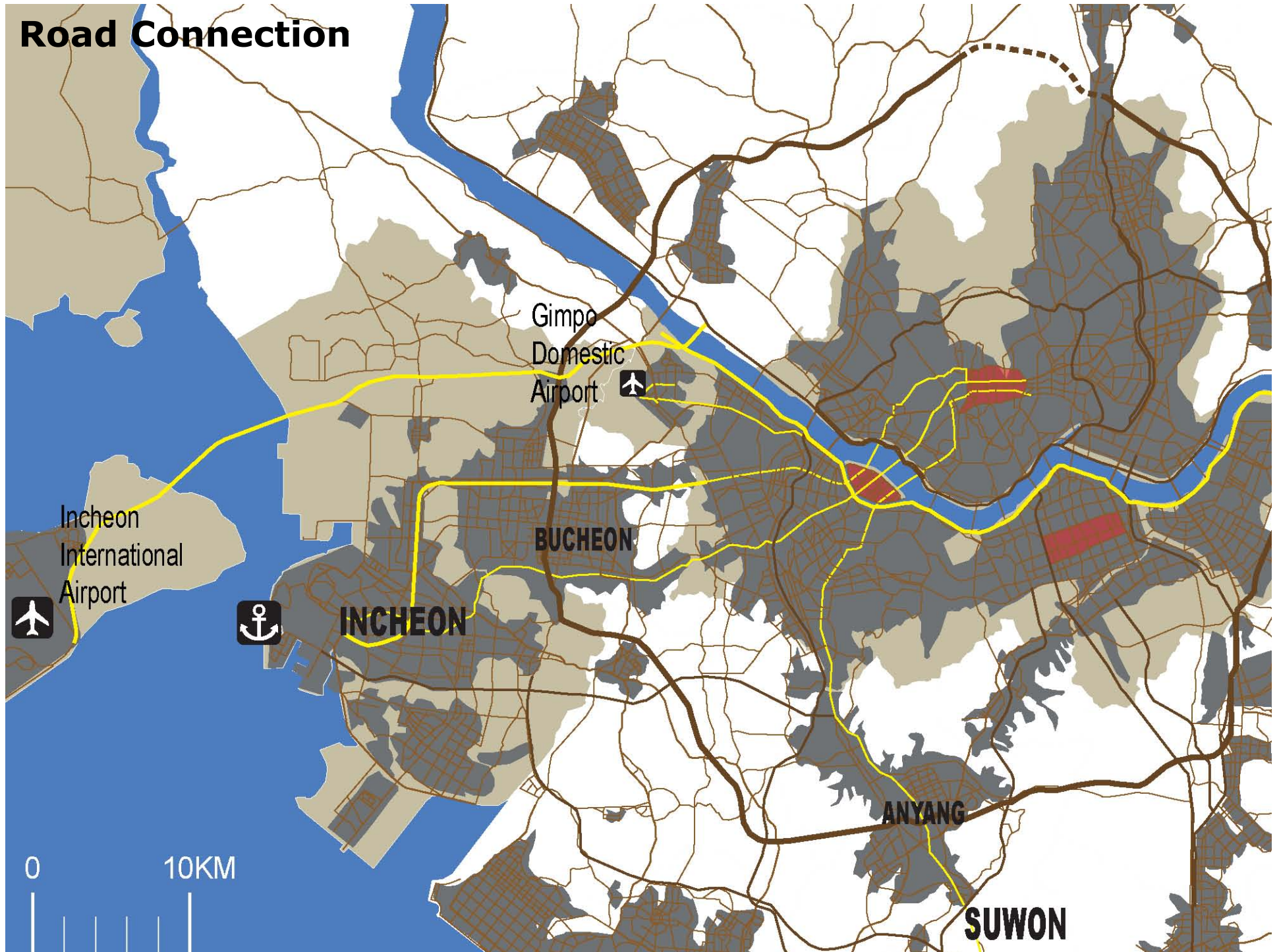
Environment

Function

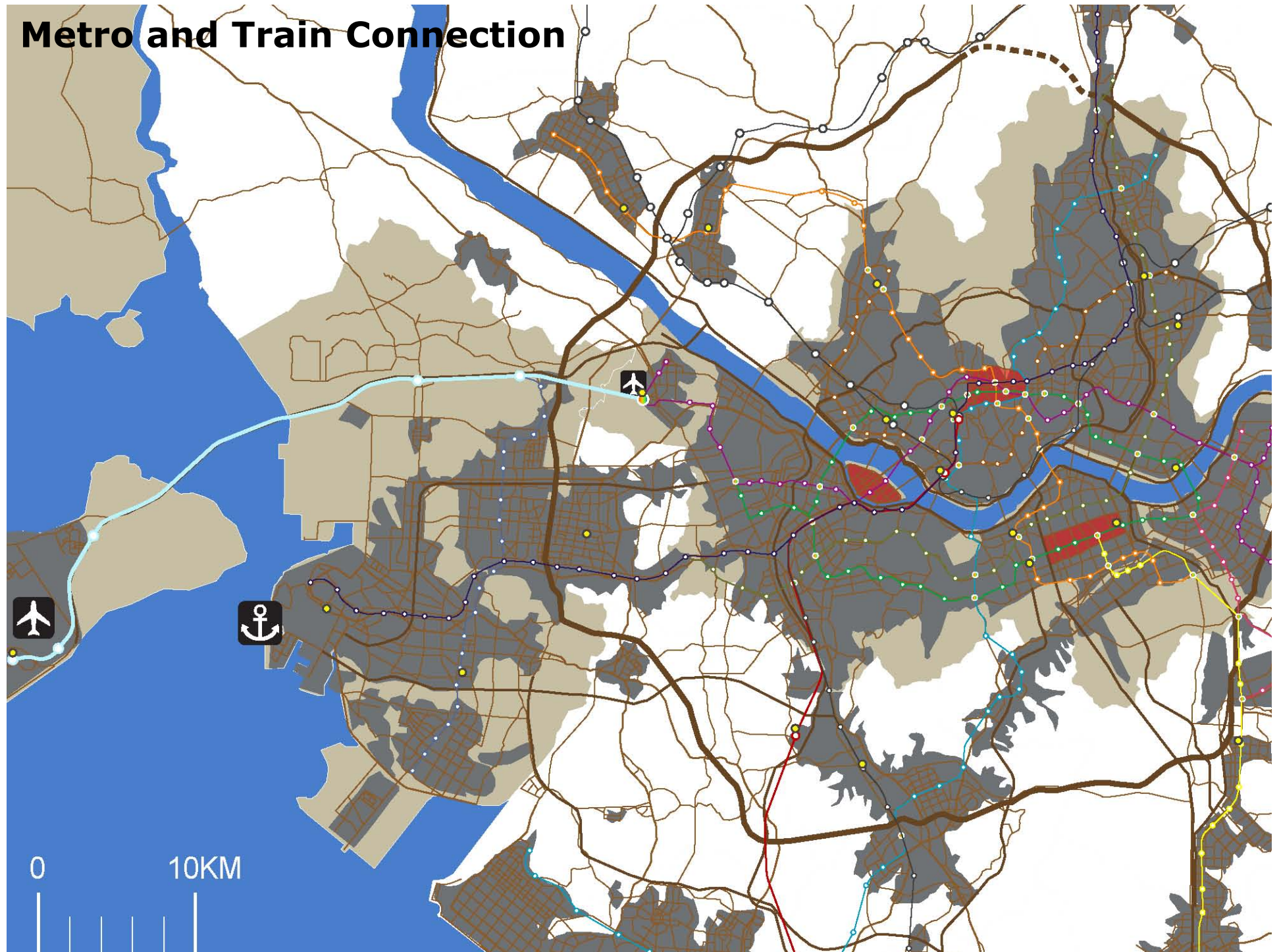
1. Connectivity

Connection and Articulation

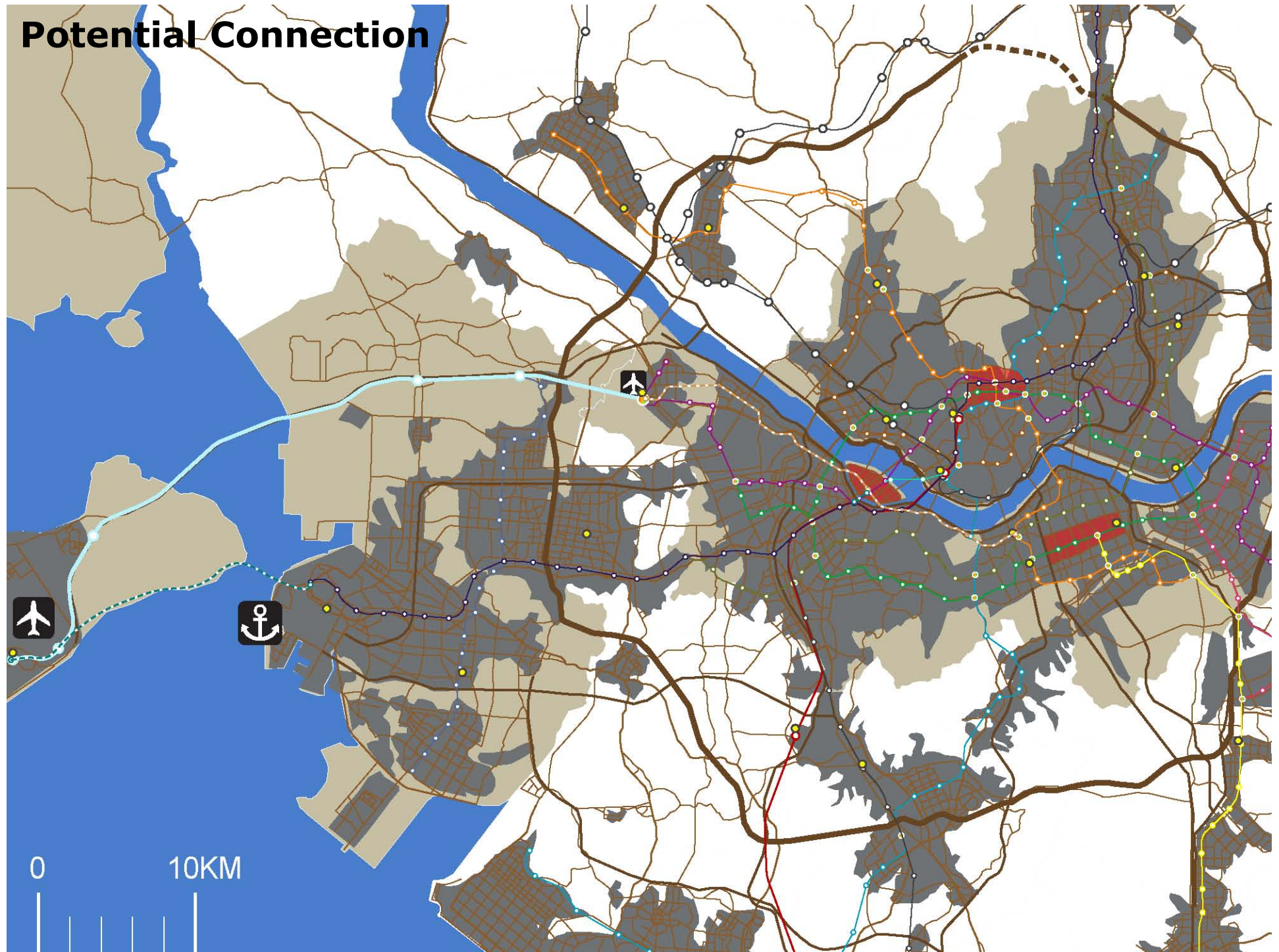
Road Connection



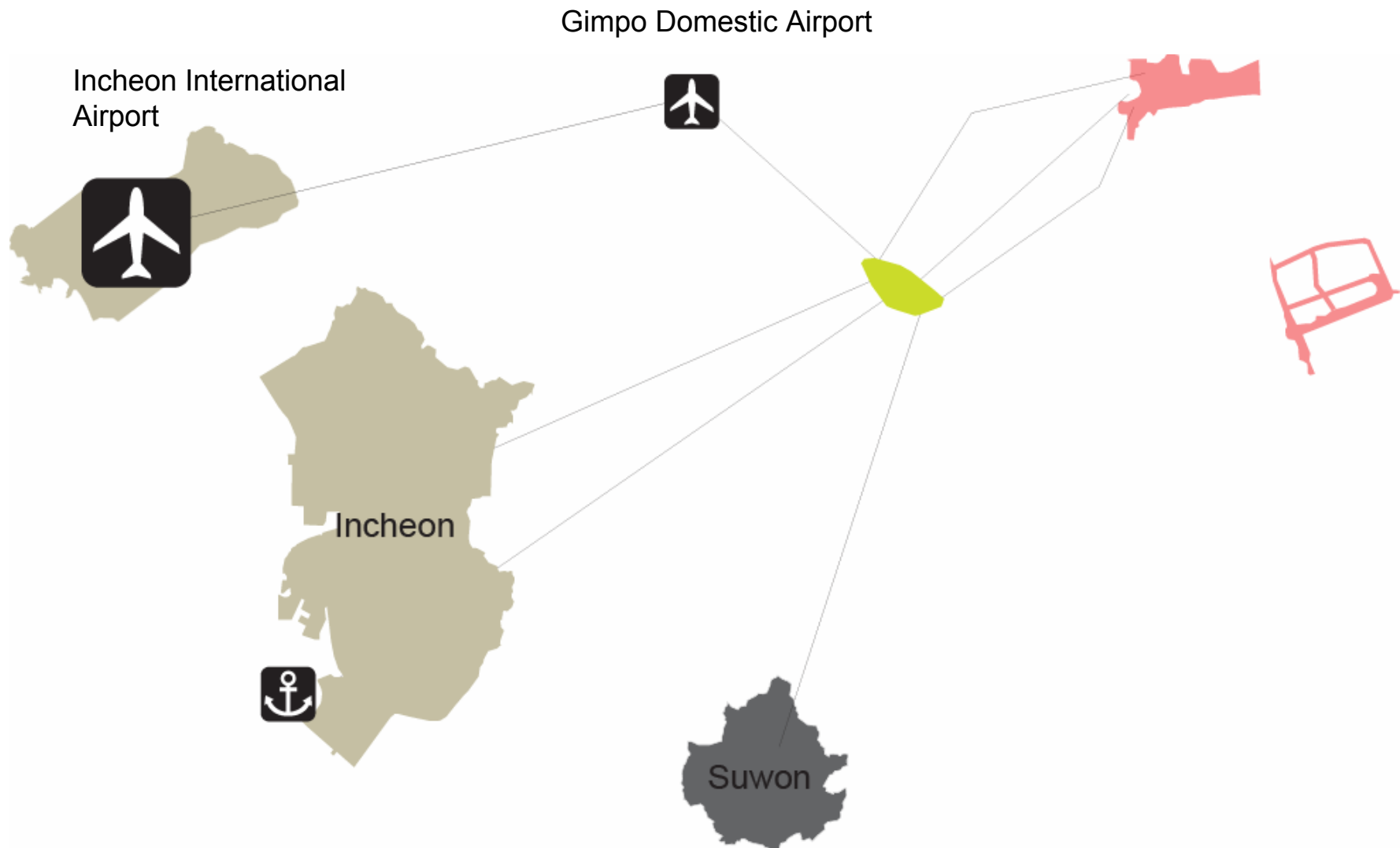
Metro and Train Connection



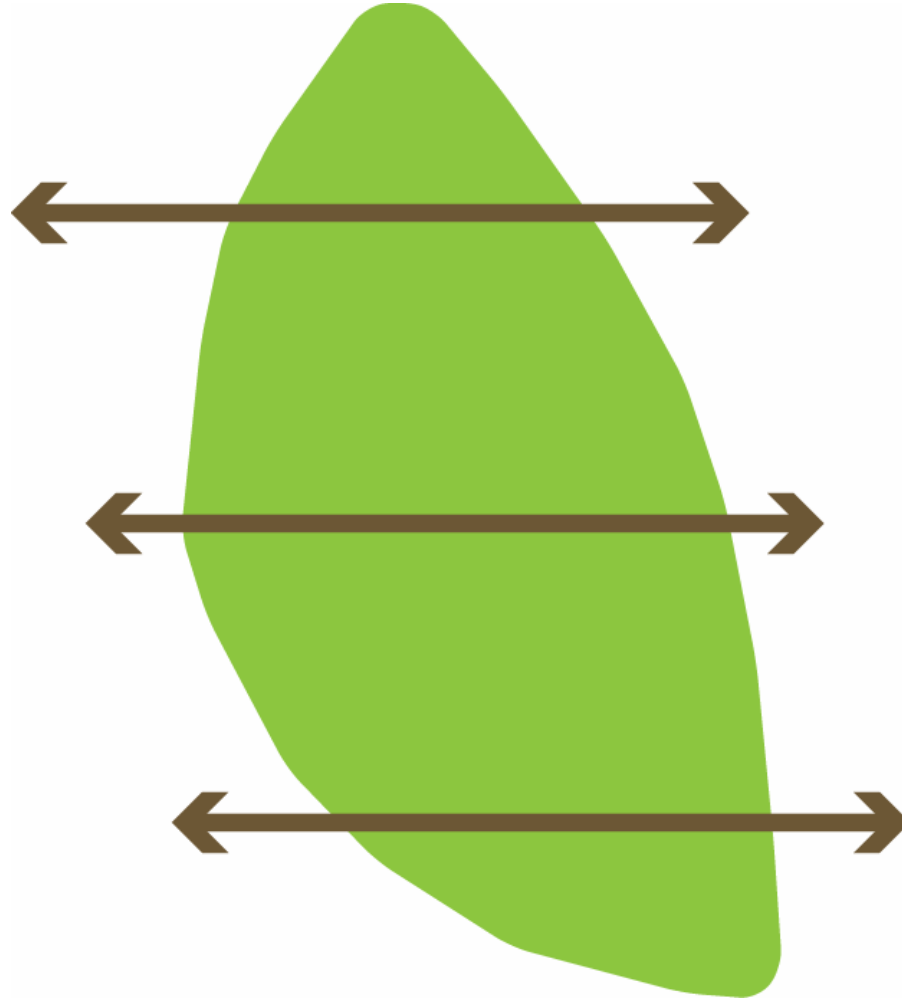
Potential Connection



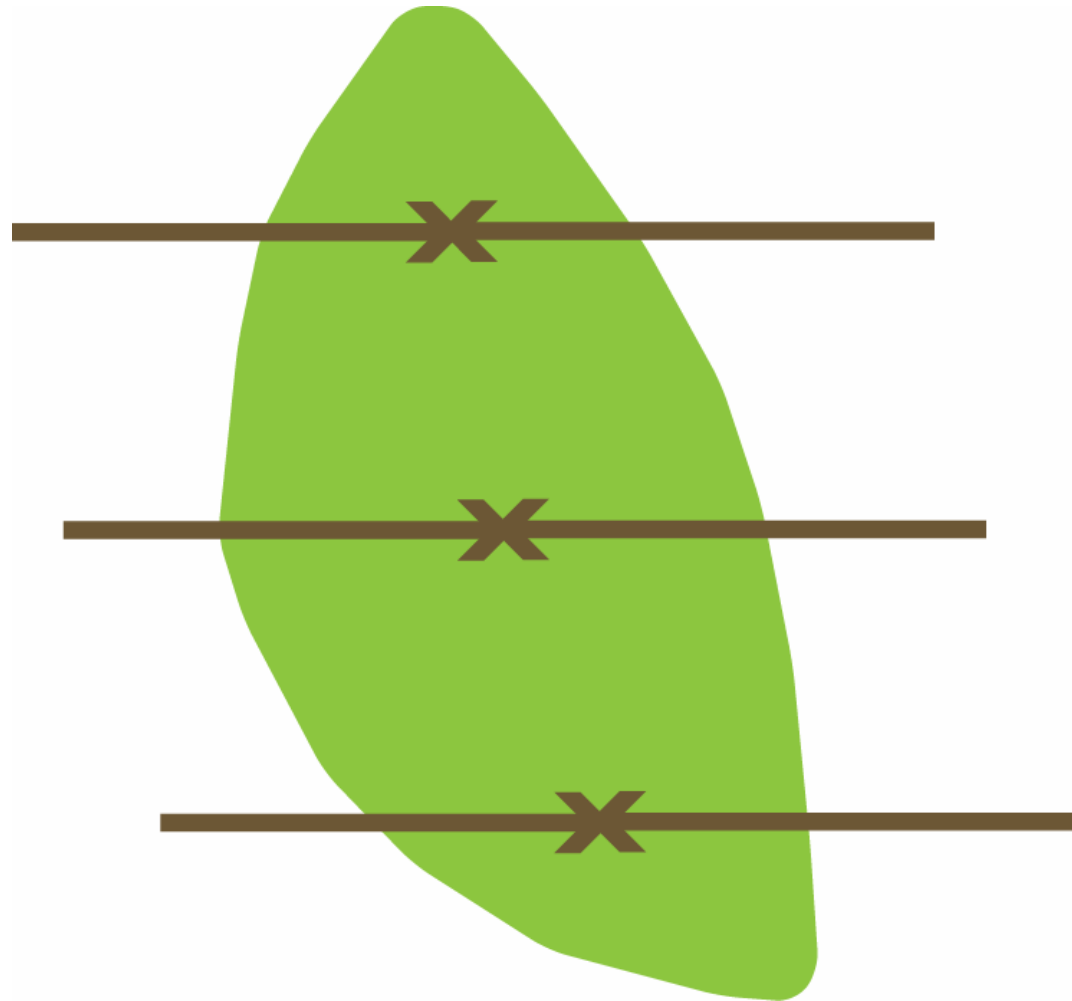
Gateway to enter CBD in Seoul



Pass by



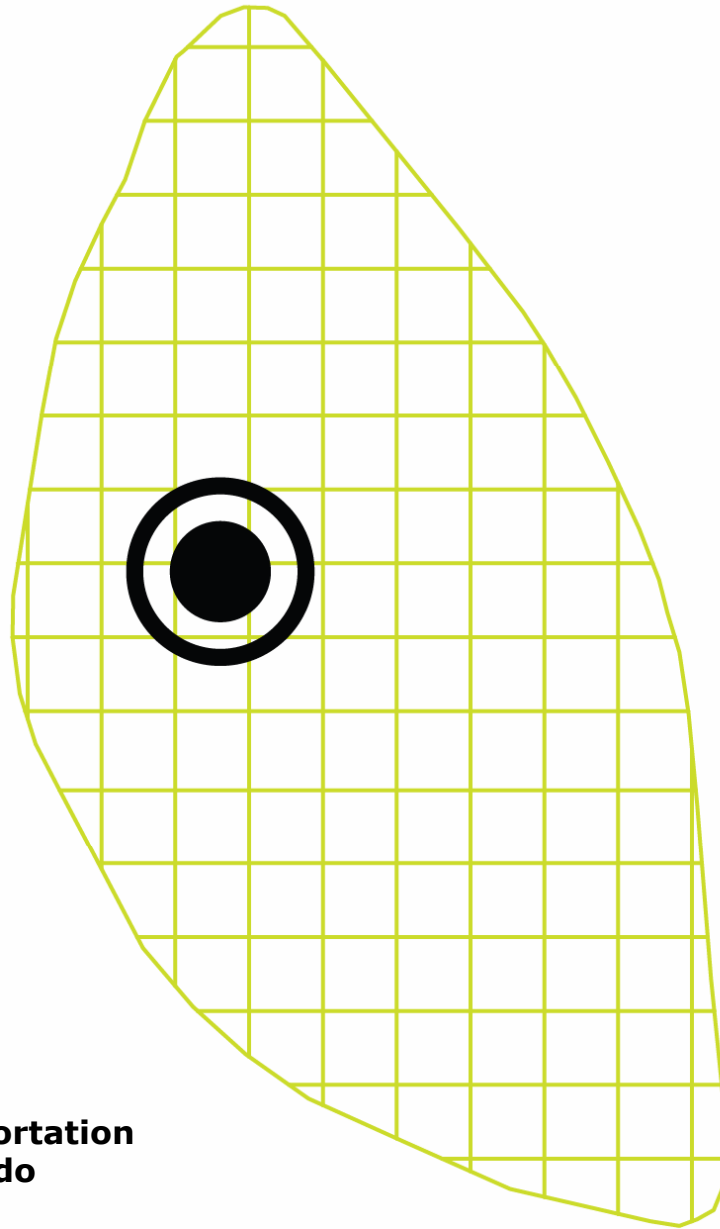
Articulation and commuting between different scales



Destination of Seoul



New centrality



Station!
- focal point
- starting point
to articulate different scale transportation
to connect Upper and Lower Yeouido
to identify Yeouido

Main focal points



National Assembly



63 Building



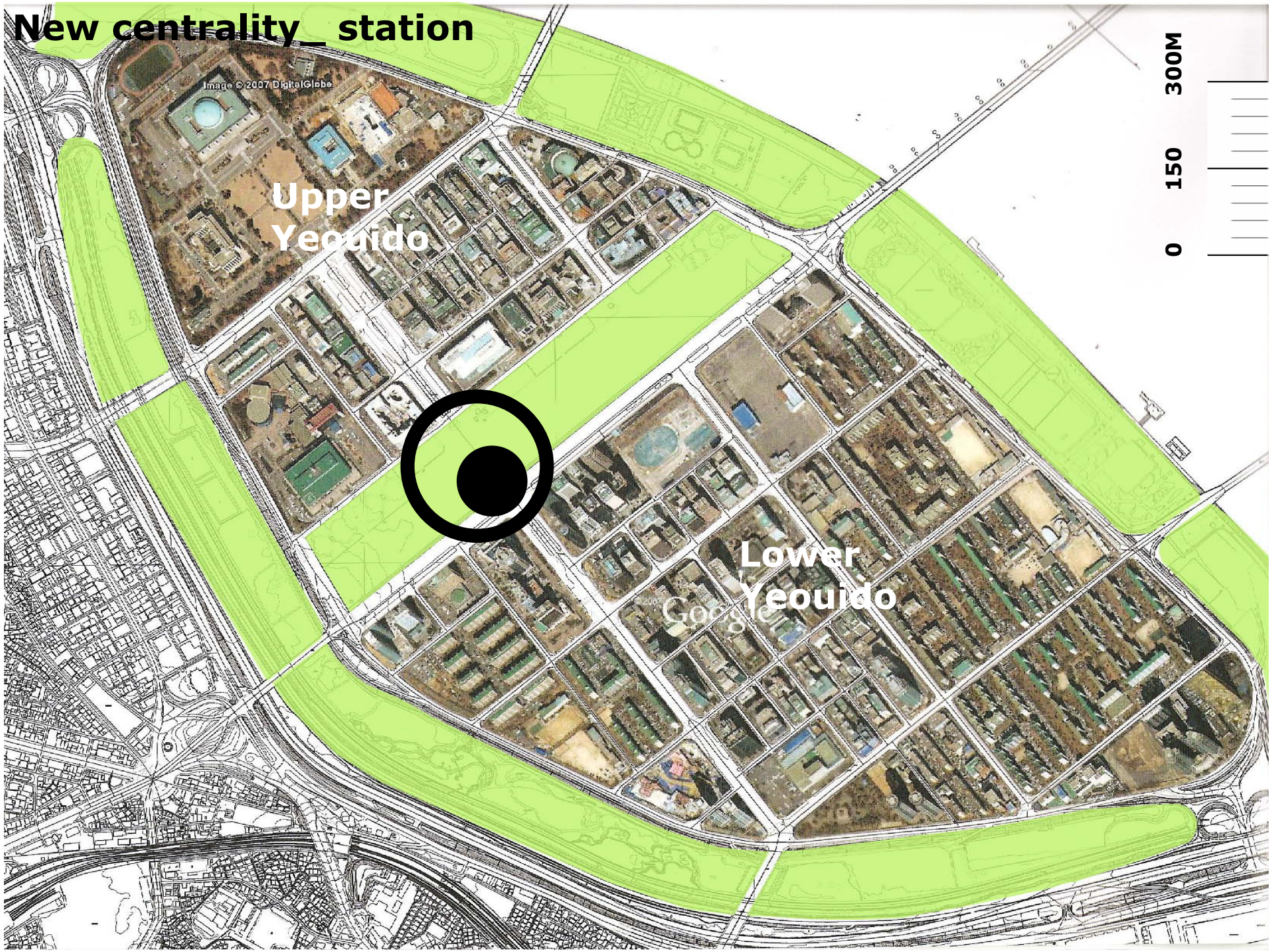
New centrality_station

Upper Yeouido

Lower Yeouido



0 150 300M



2. Environment

Access to green and blue

Green space

total area 843ha

urban district 298ha (35.4%)

central park 37.8ha (12.7%)

usable space 541 ha



0 250m 500m 1km



Blocked by roads



0 250m 500m 1km



Closed housing blocks



0 250m 500m 1km



Need for Axes

More attractive pedestrian way to easily access green and river area



Creation of Main Axes

- Civic Corridor
- Central Activity Corridor
- Commercial Corridor
- Recreational Corridor

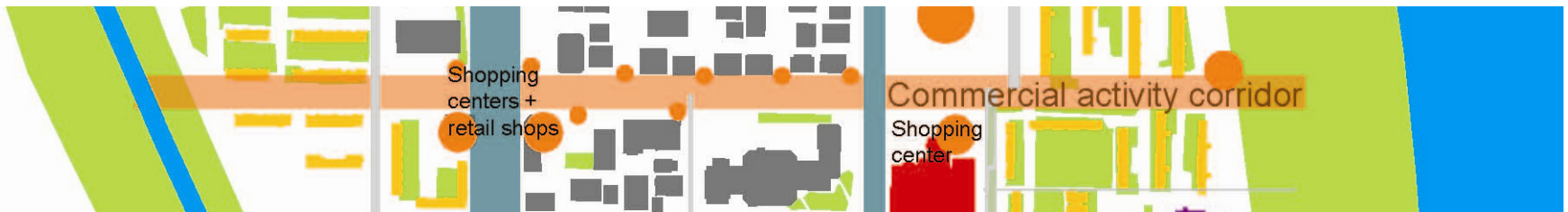


Own functional character

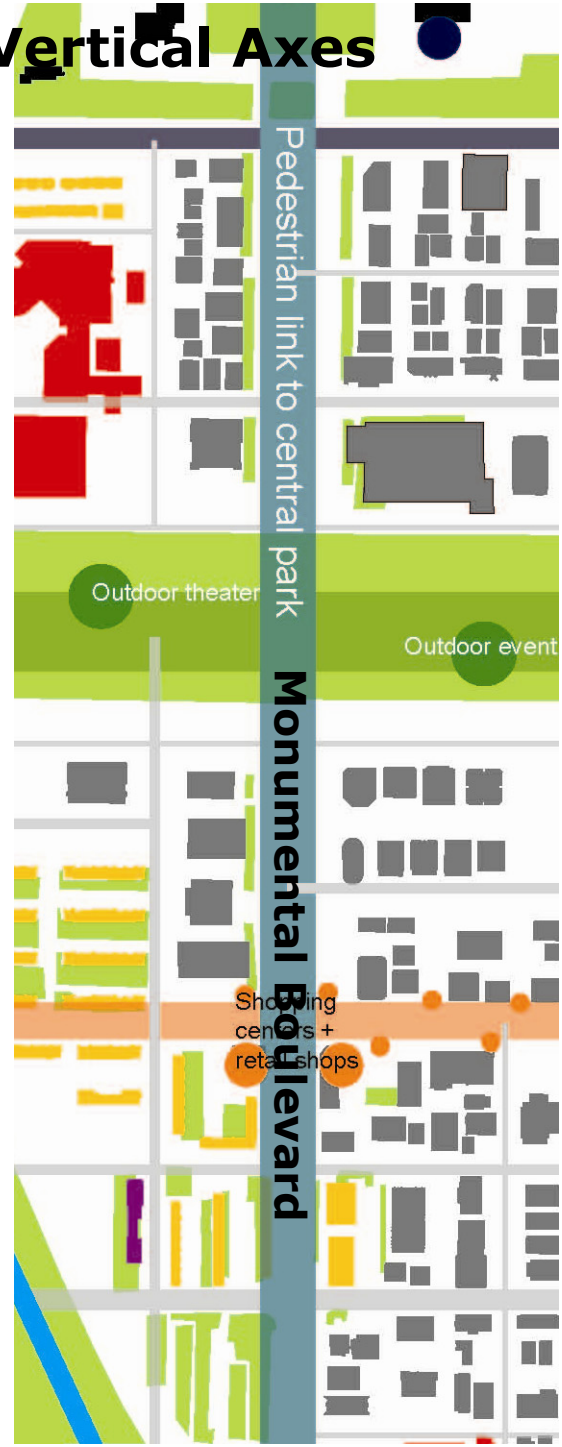
Within the matrix of streets
deliberately to carry visitors father in easy steps



Horizontal Axes of similar programs



Creation of Vertical Axes

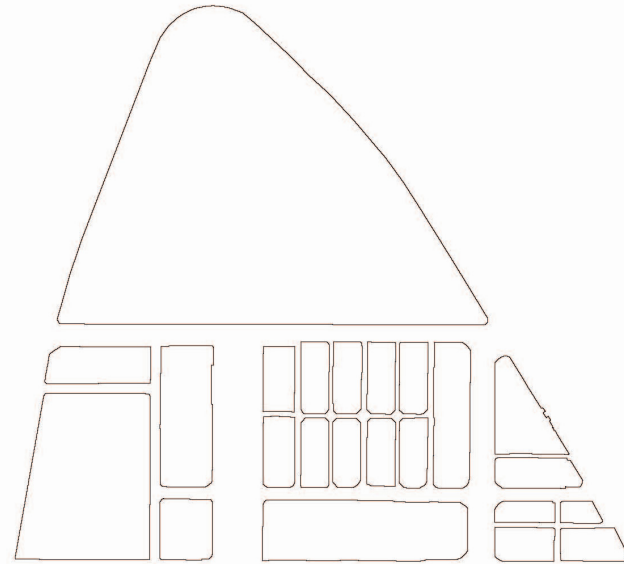


3. Function

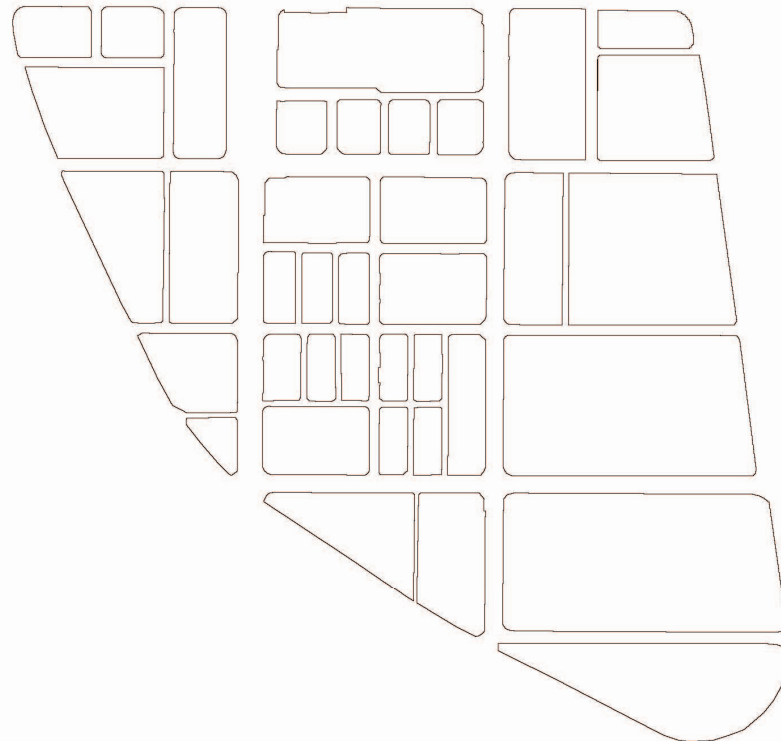
Not only office area

But attractive working area

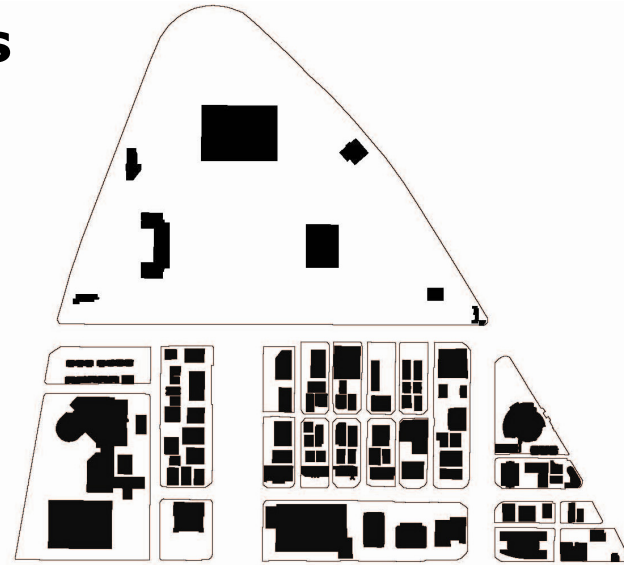
Blocks



total area 843ha
urban district 298ha (35.4%)
central park 37.8ha (12.7%)
plot area (60.2%)
road area (23.5%)
etc (3.7%)



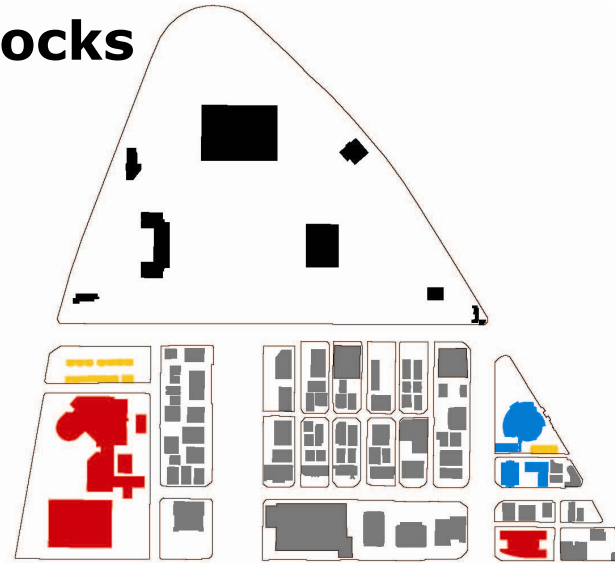
Built area in blocks



Already built up

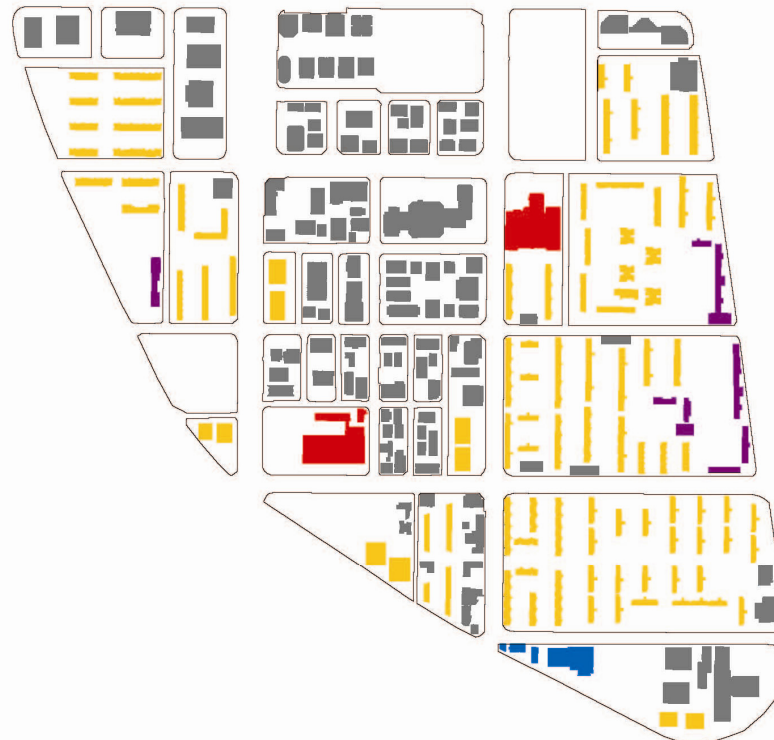


Mono-functional blocks

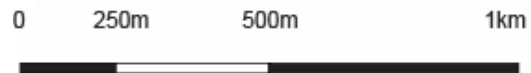


office 43.9%
residence 33.6%
national 19.4%
etc 2.9%

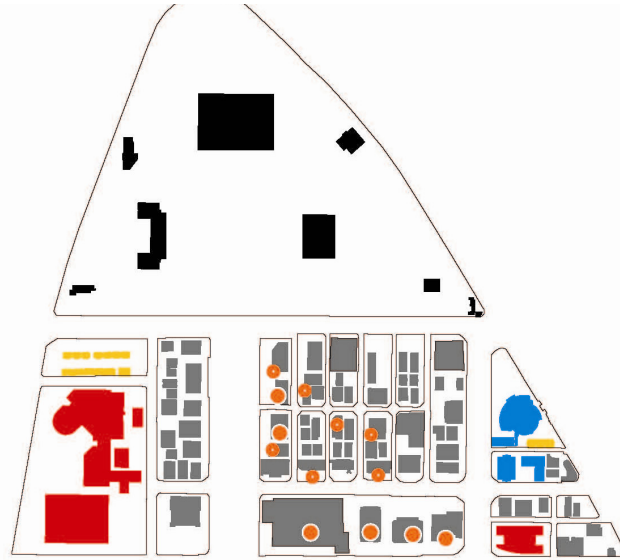
No much interrelation
between blocks



- Government
- Offices
- Residence
- School
- Press+Broadcasting
- Ect (Hospital+church)



Financial buildings



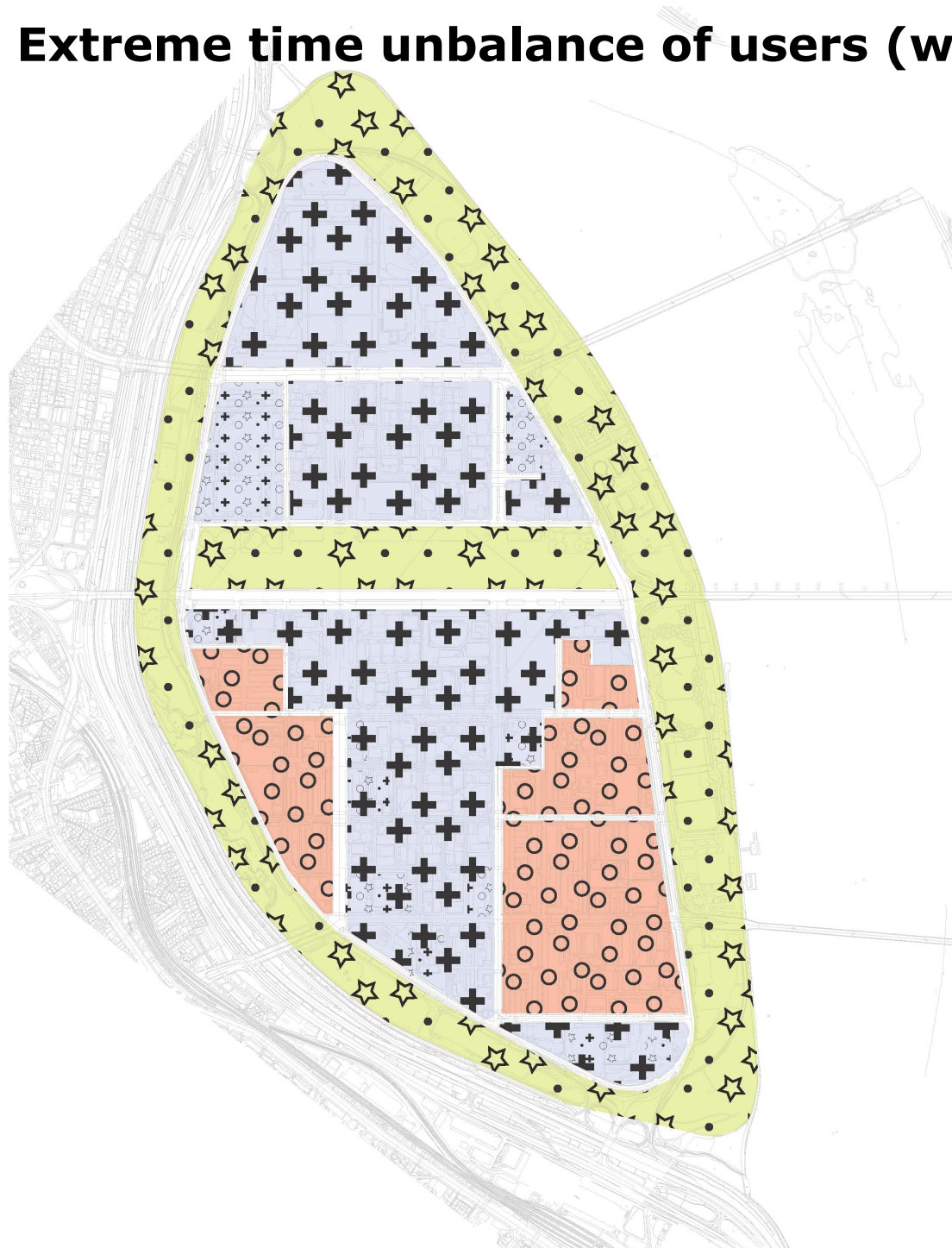
Shortage of commercial and cultural facilities



This is a district suffering from extreme time unbalance among its users. Some 400,000 persons are employed here. An undetermined but considerable additional number of people visit the district during working hours; these users represent a tremendous daily demand for meals and other goods, to say nothing of cultural services. The district's cultural opportunities are nil. **It is only necessary to observe the deathlike stillness that settles on the district after six o'clock and all day Saturday and Sunday.**

The death and life of great American cities by Jane Jacobs

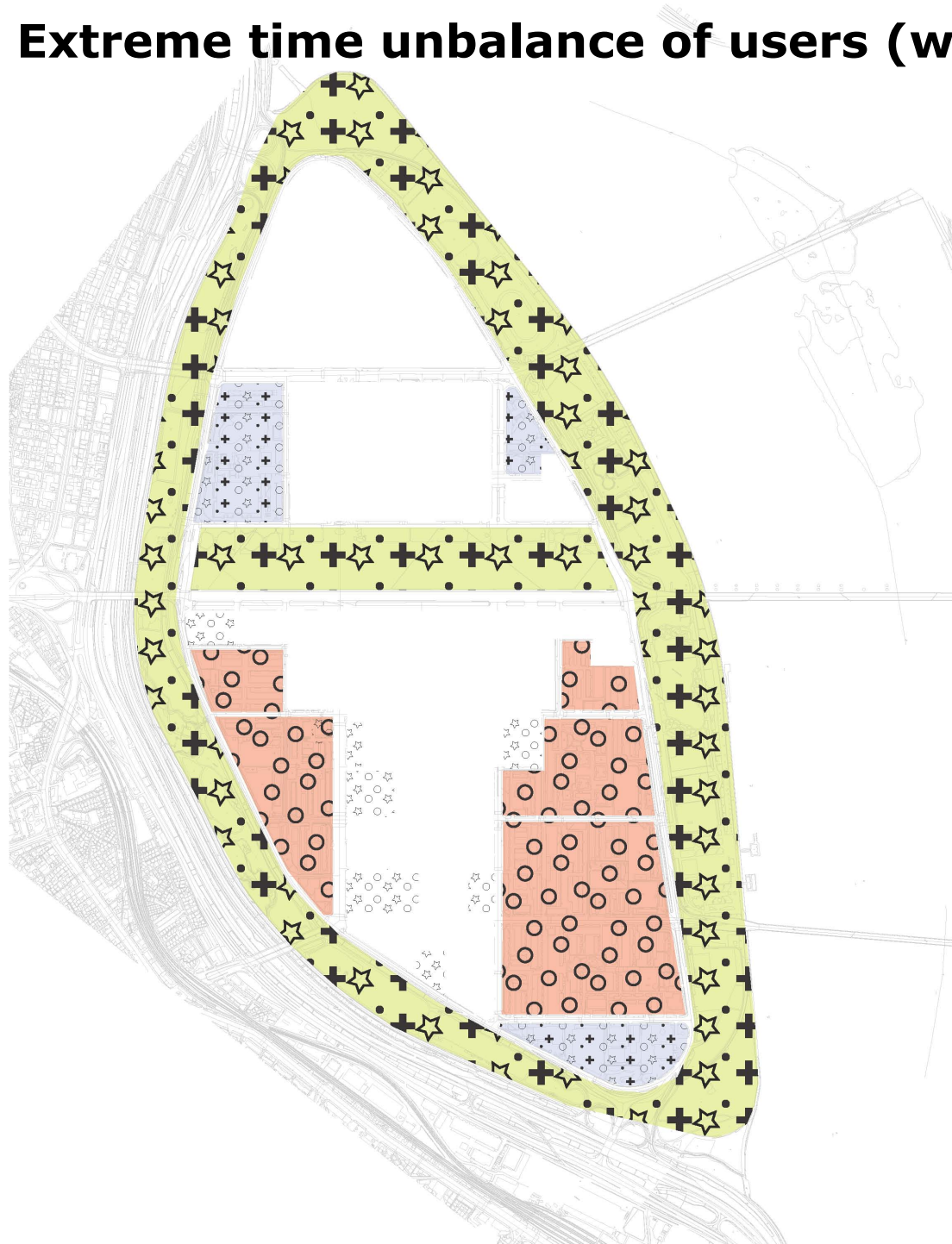
Extreme time unbalance of users (weekday)



No stars in the office area

- 05-09
- + 09-18
- ☆ 18-00
- 00-05

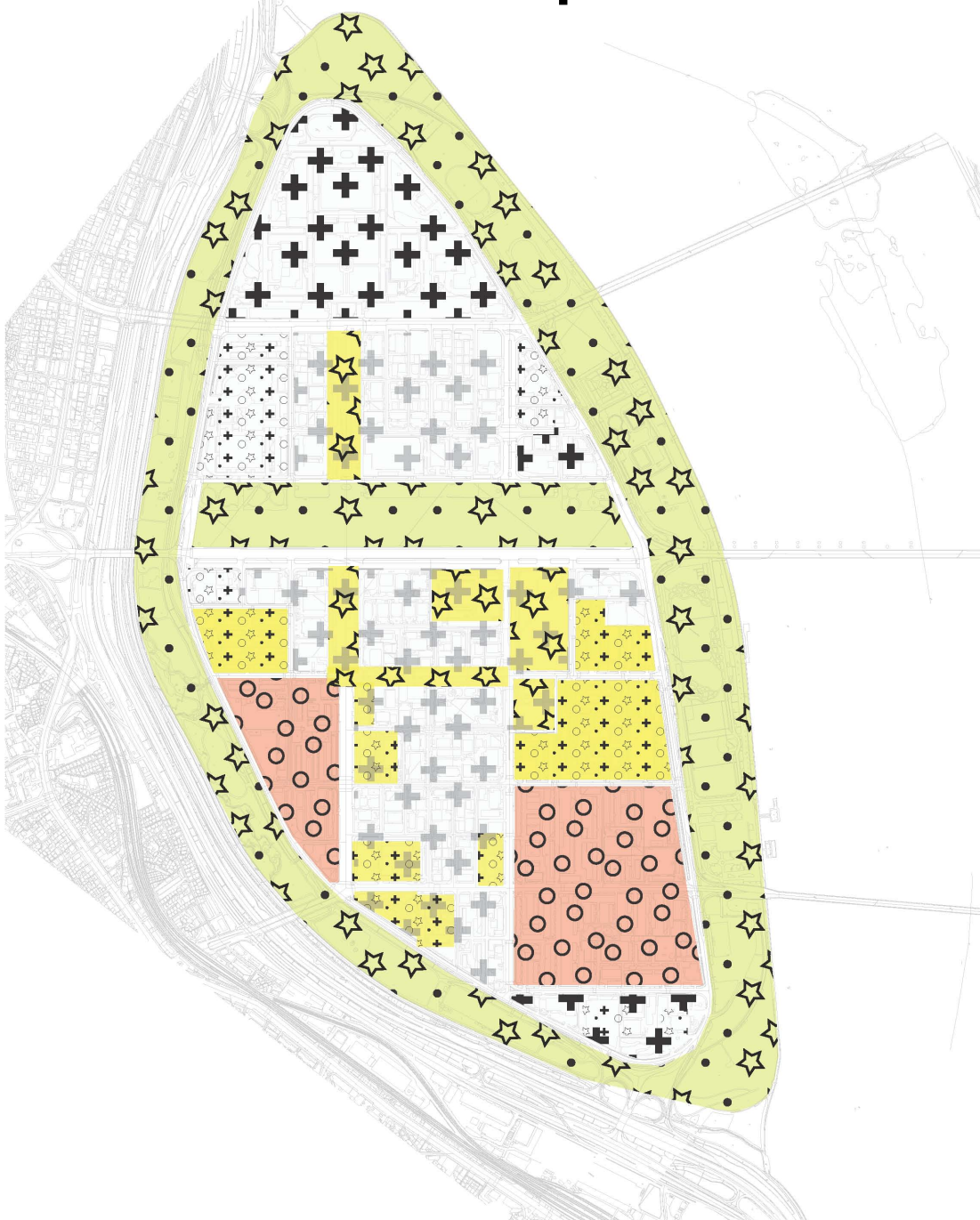
Extreme time unbalance of users (weekend)



Empty business area on the weekend

- 05-09
- ⊕ 09-18
- ☆ 18-00
- 00-05

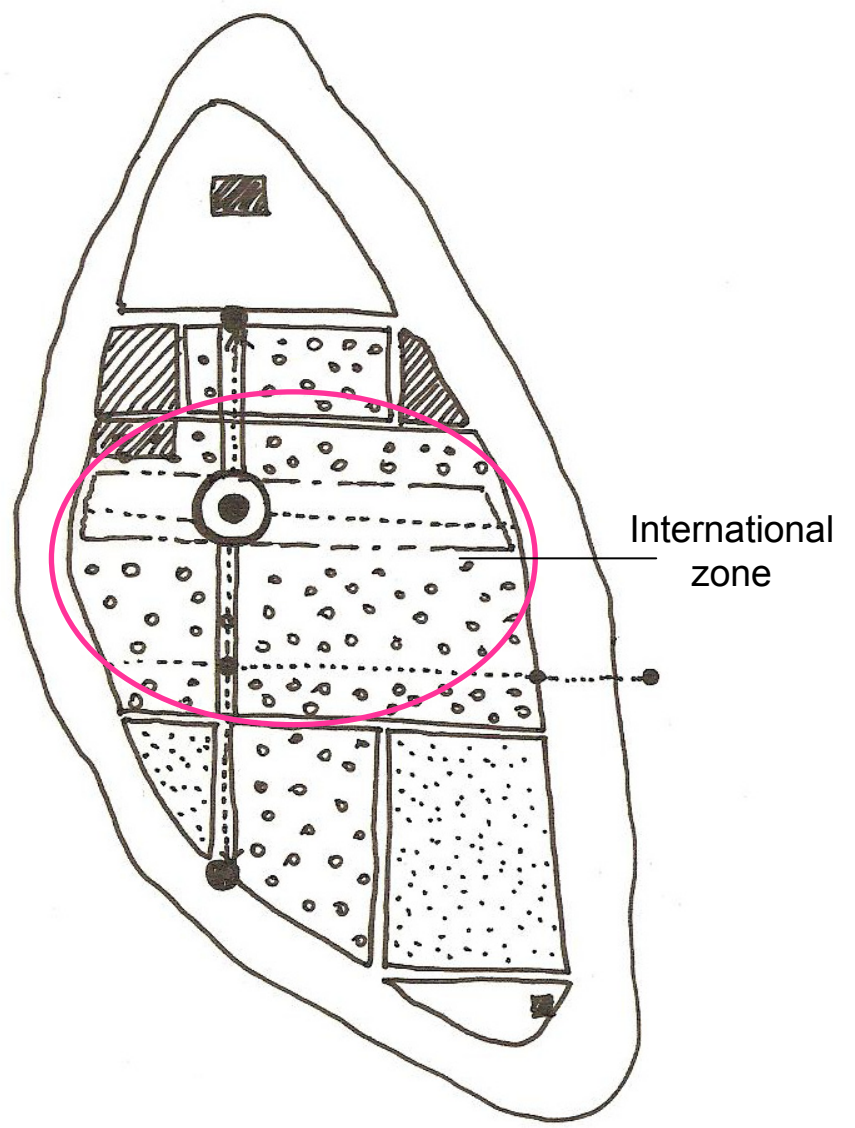
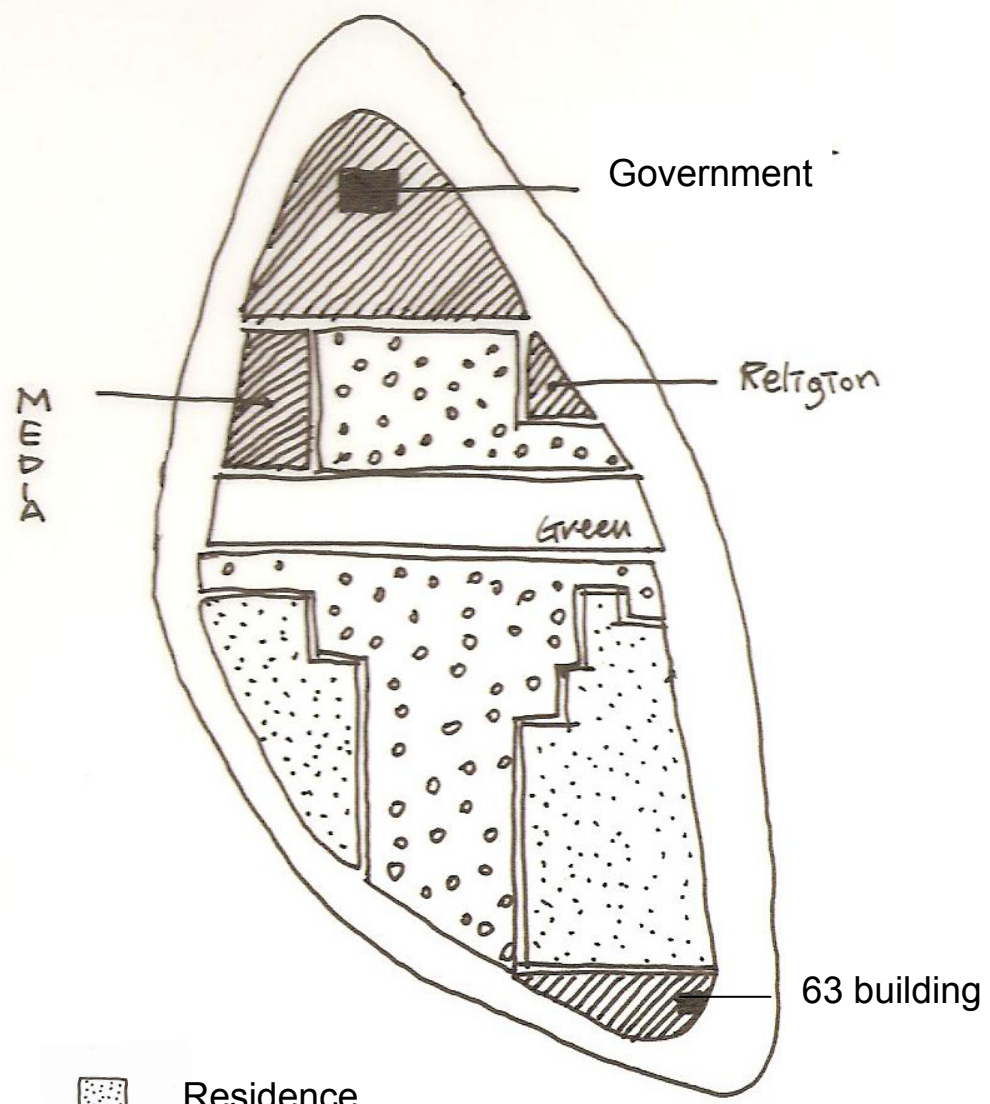
The infusion of new potential uses







New infusion to attract more people at every time

- 05-09
- + 09-18
- ☆ 18-00
- 00-05

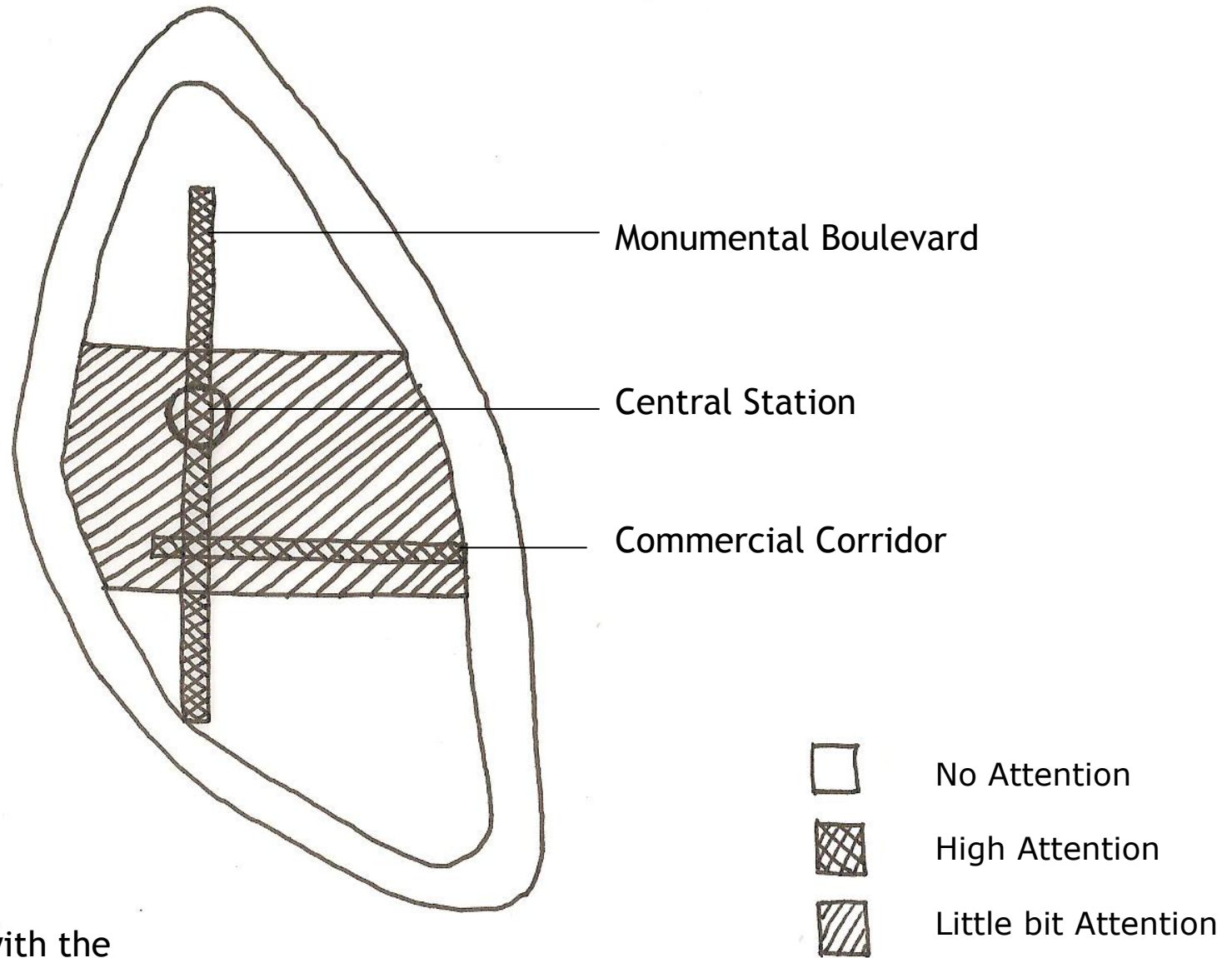
Zoning



-  Residence
-  Offices
-  Etc
-  Green

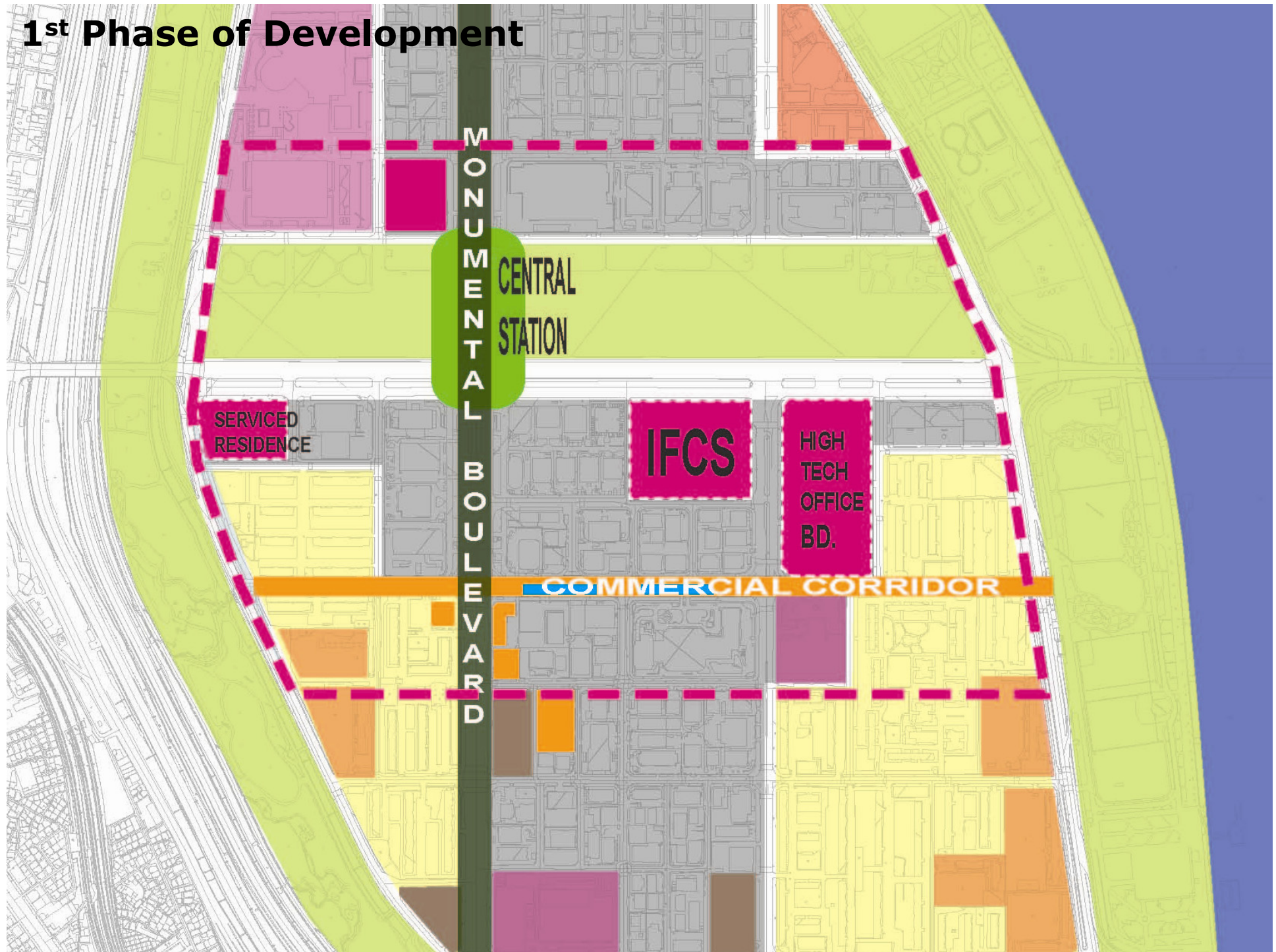
Reinforce an international character
Support the international business environment

Attention Area

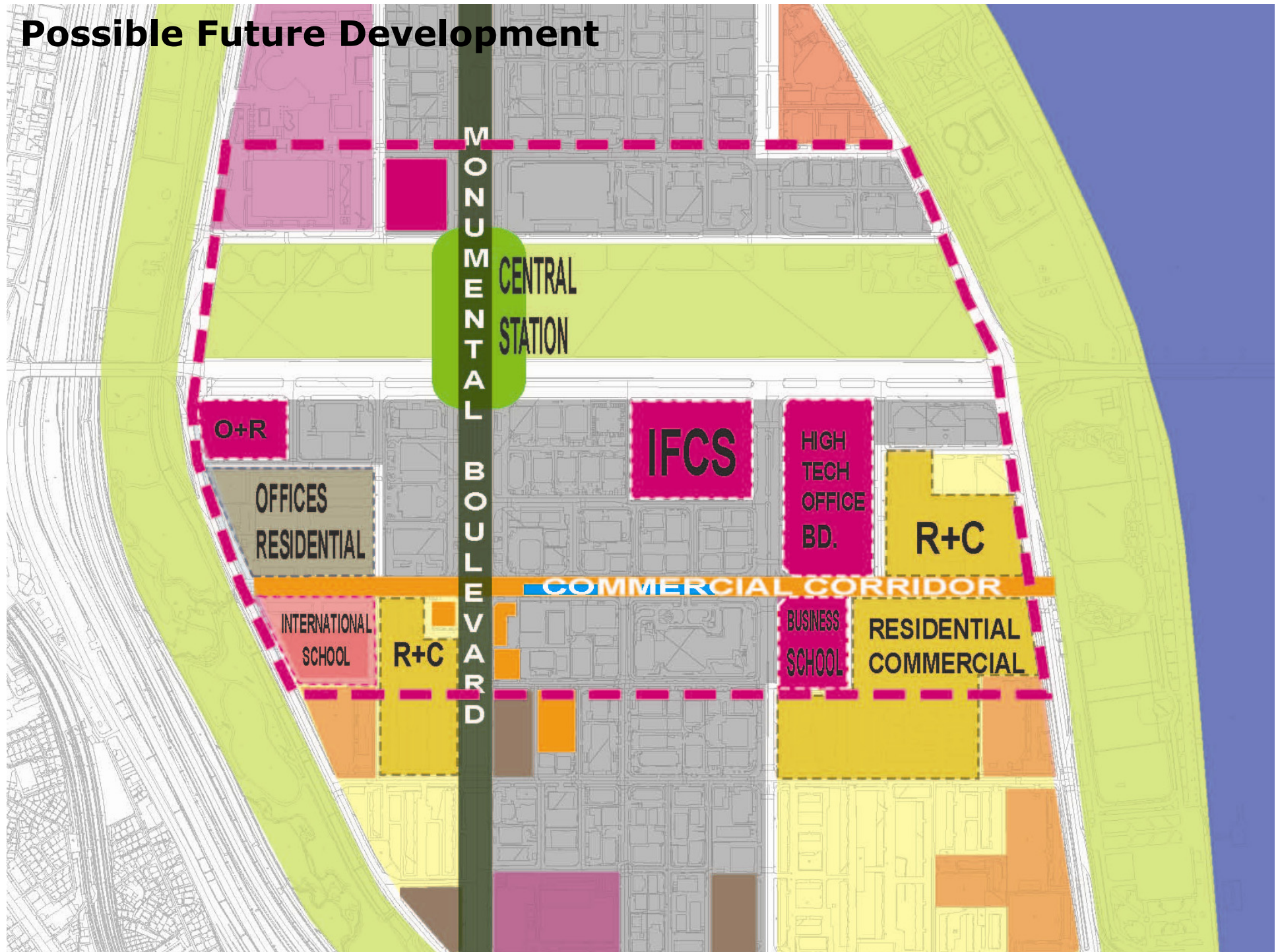


Overlapped with the international zone

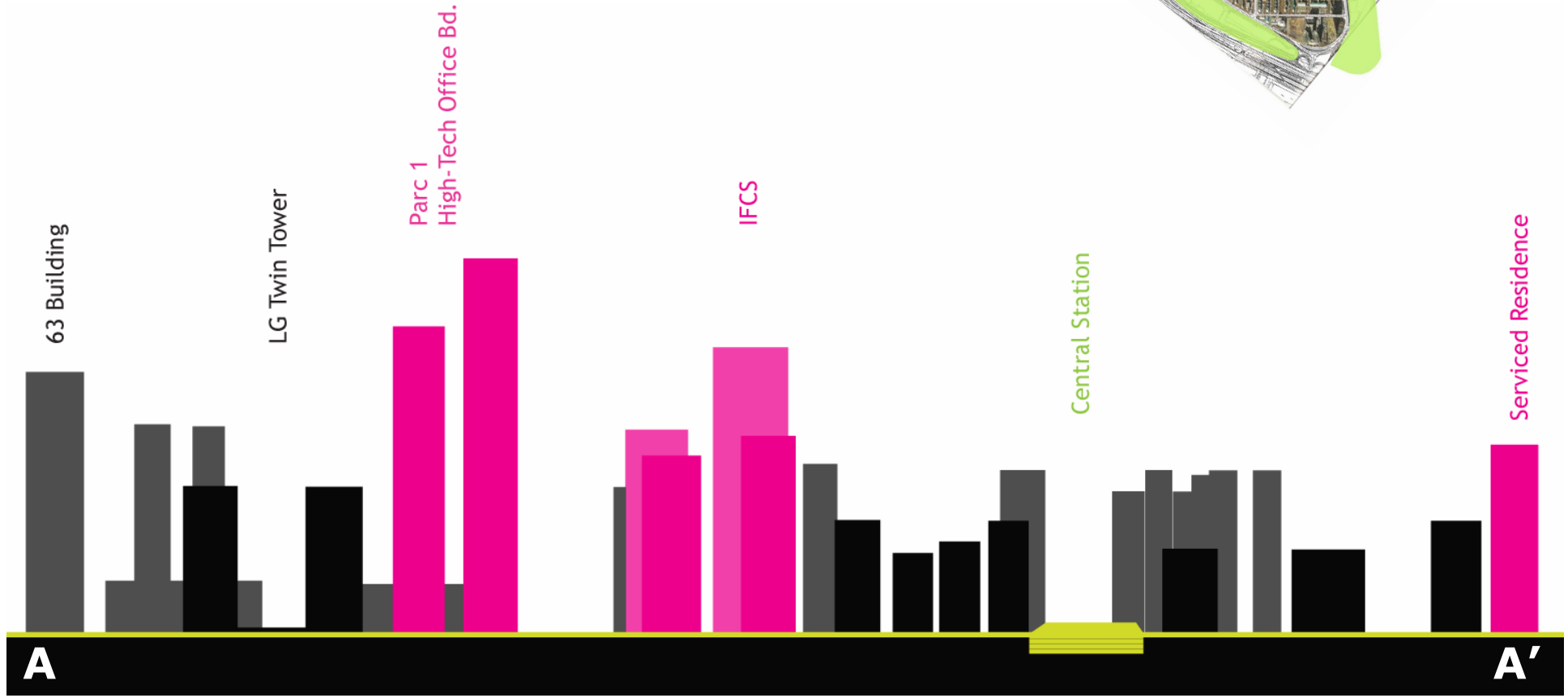
1st Phase of Development



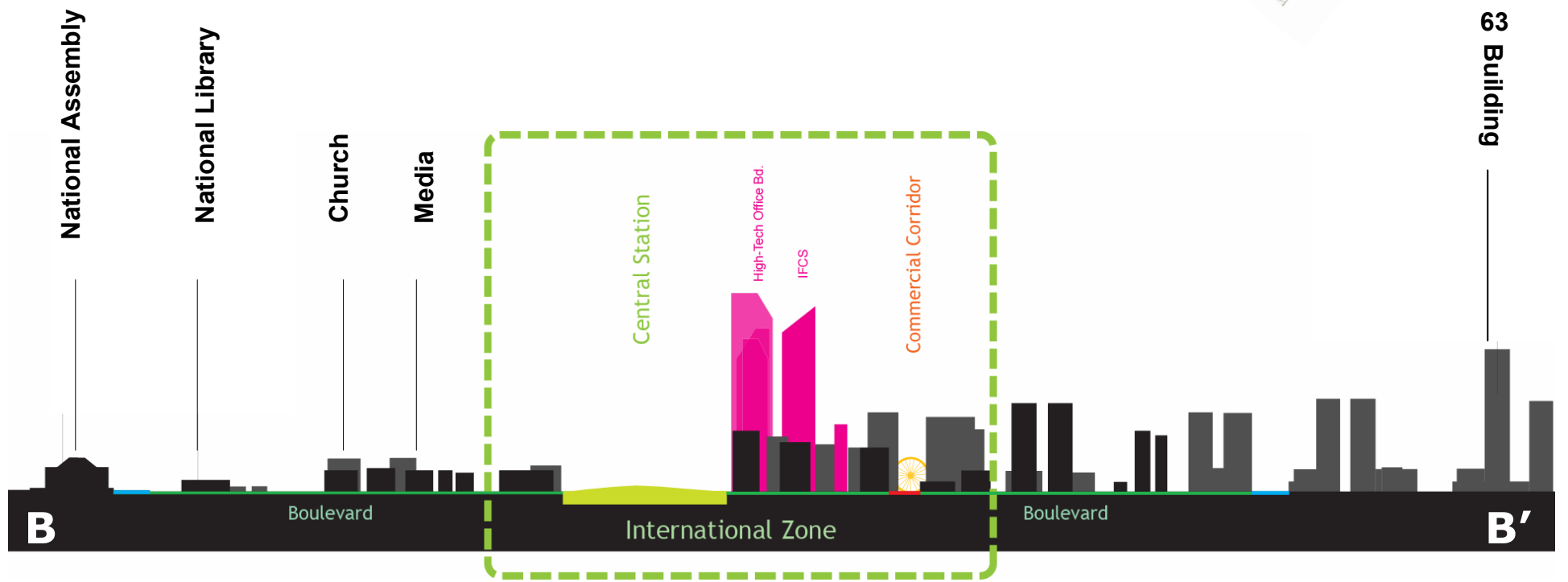
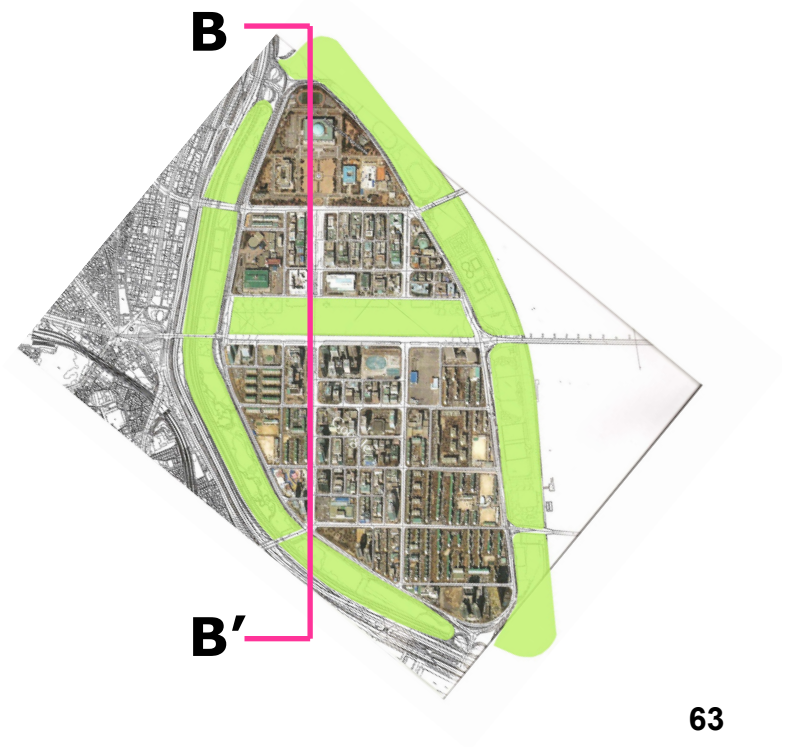
Possible Future Development



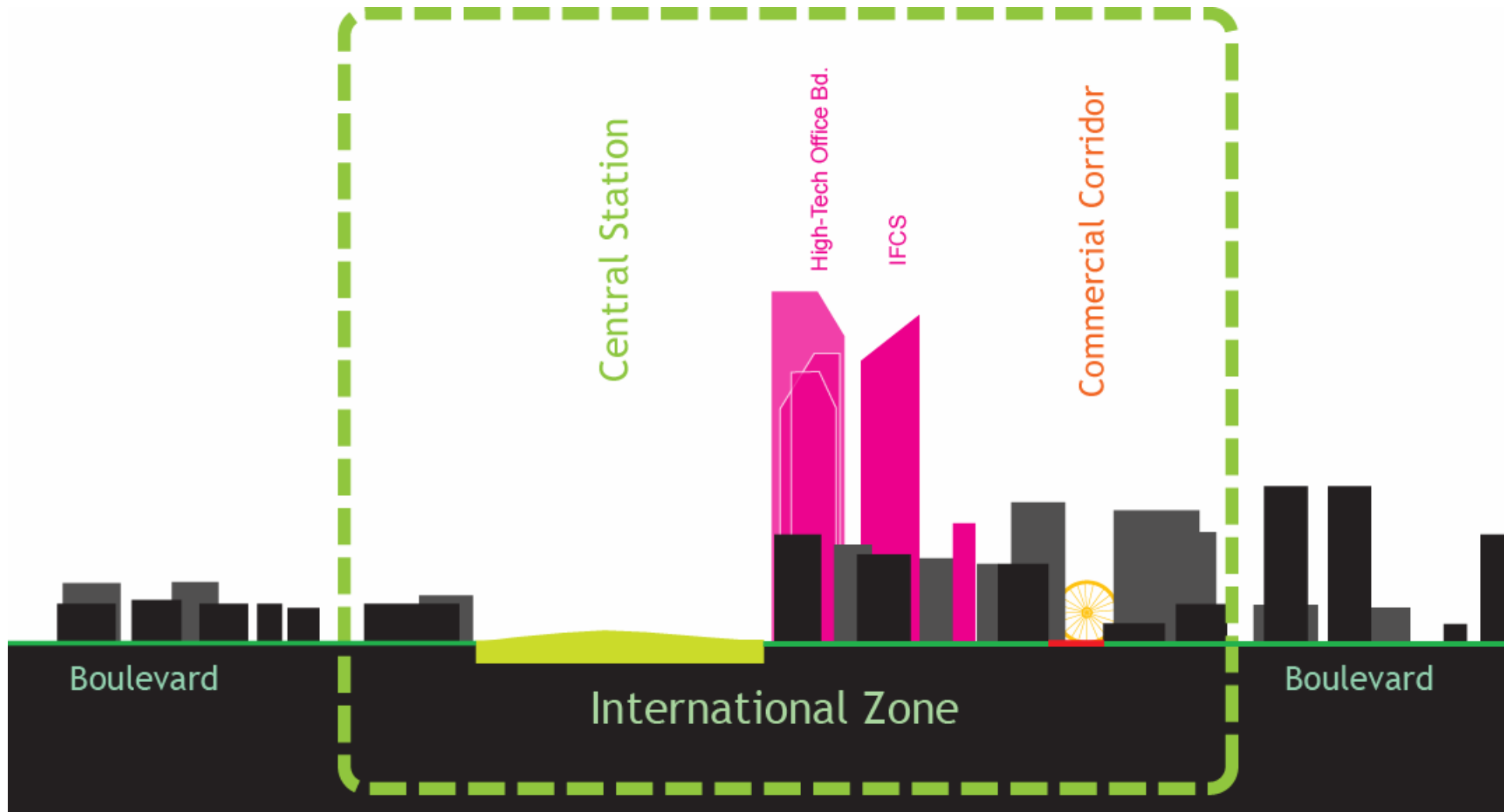
Section AA'



Section BB'



International Zone



Design

**Central Station
Main Boulevard
Commercial Corridor**

Station

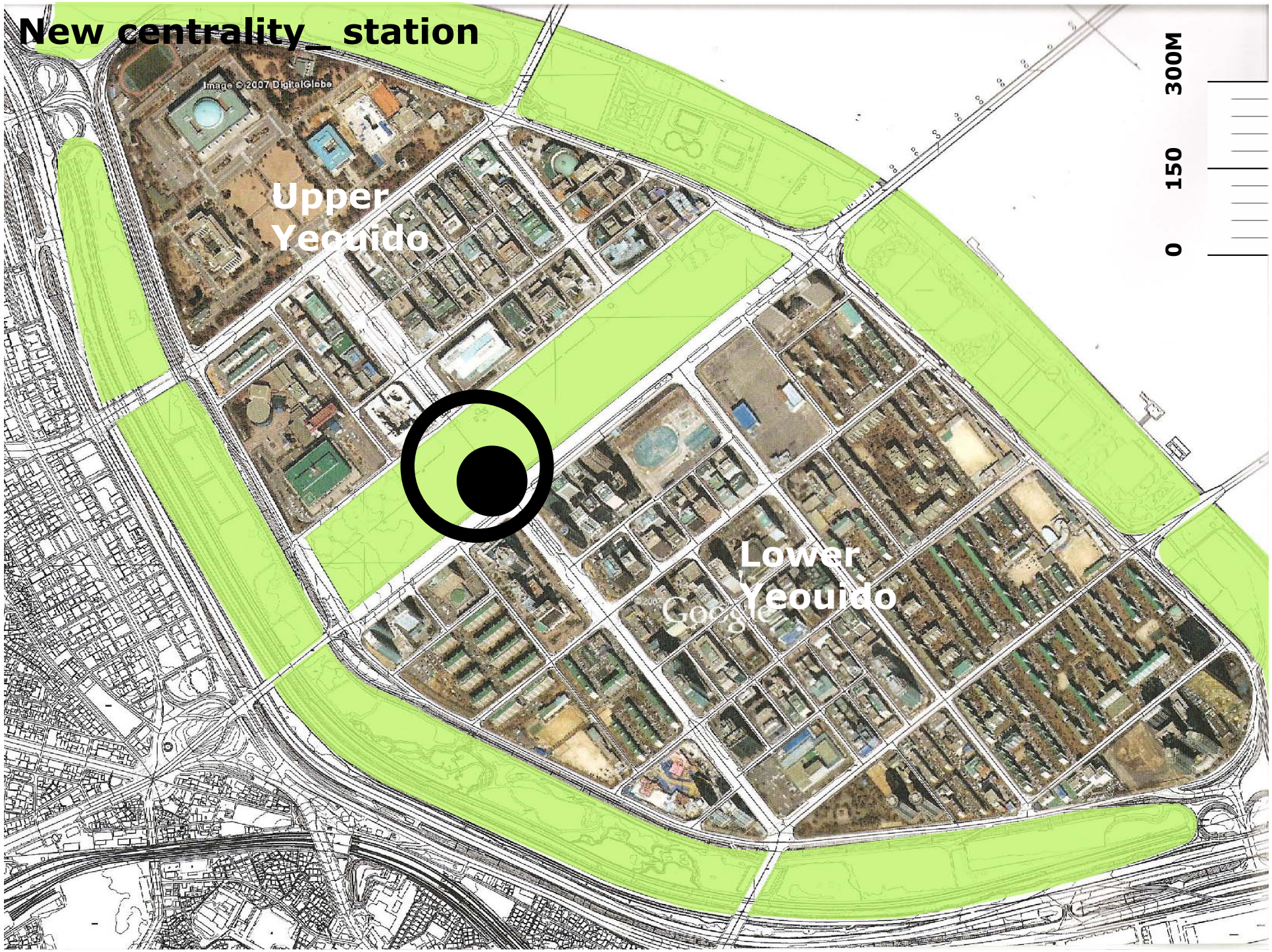
New centrality station

Upper
Yeouido

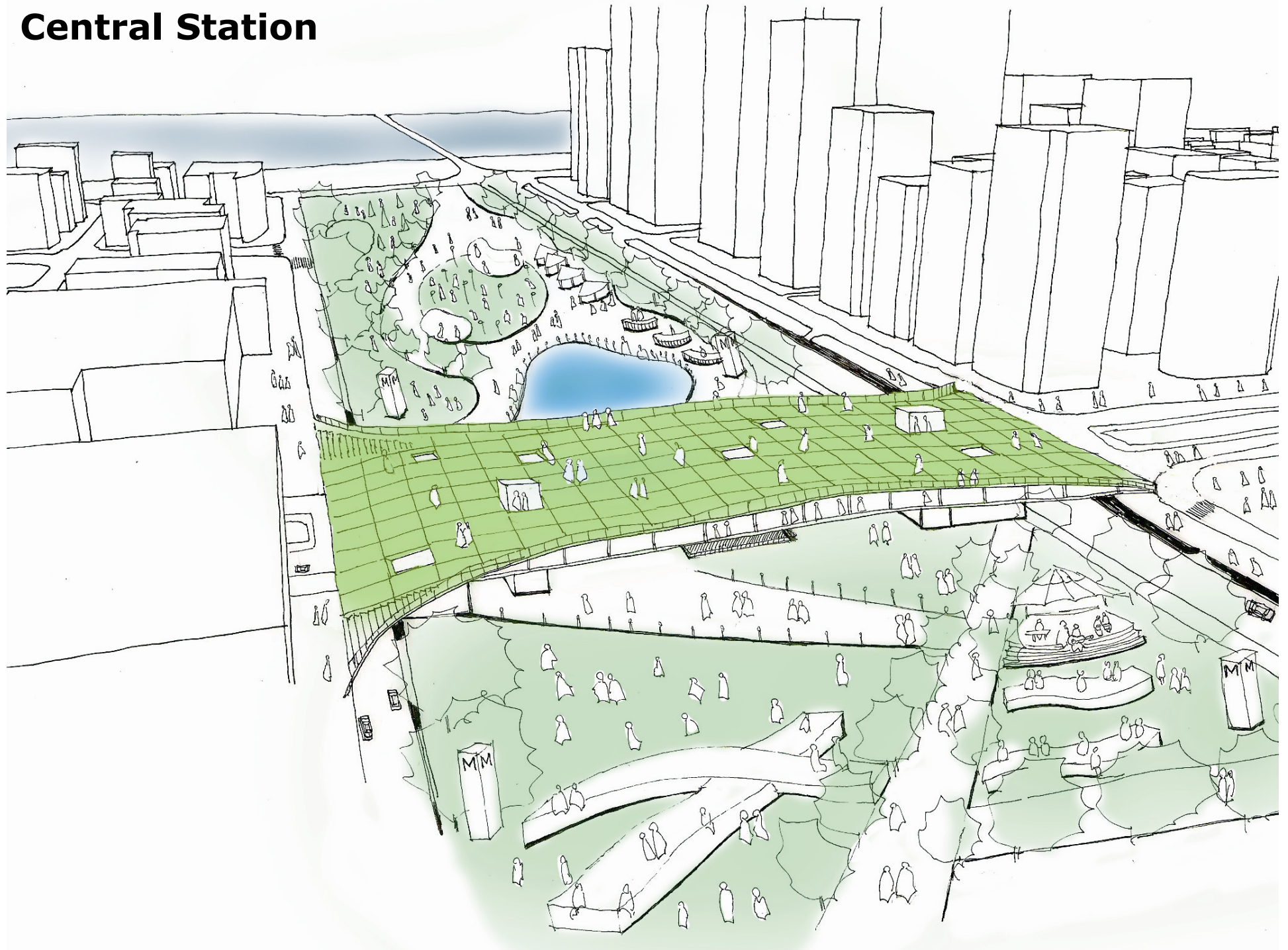
Lower
Yeouido



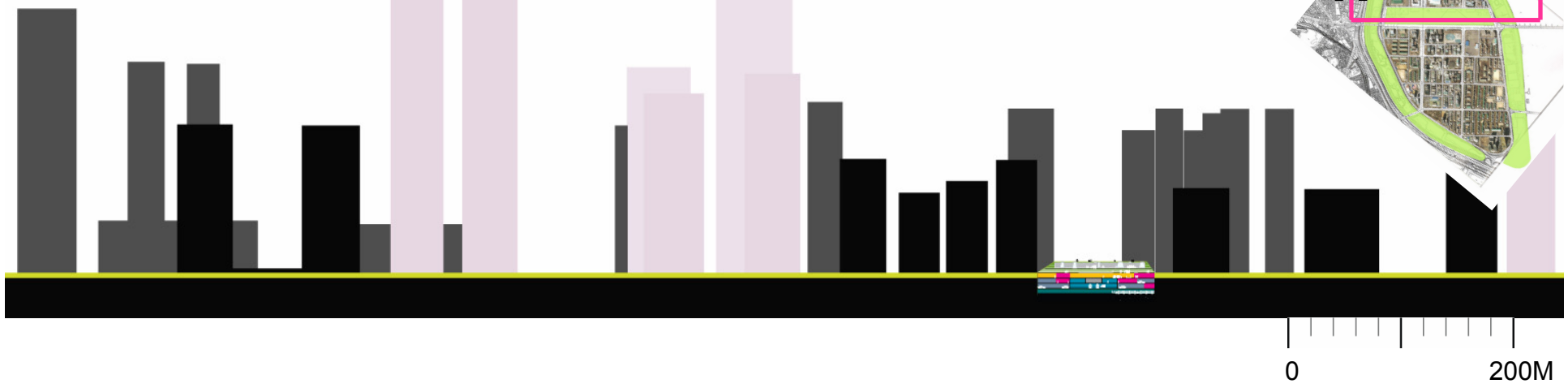
0 150 300M



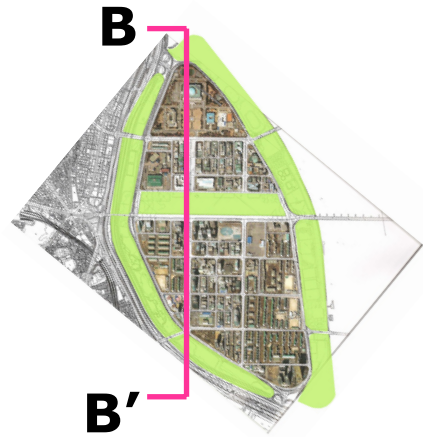
Central Station



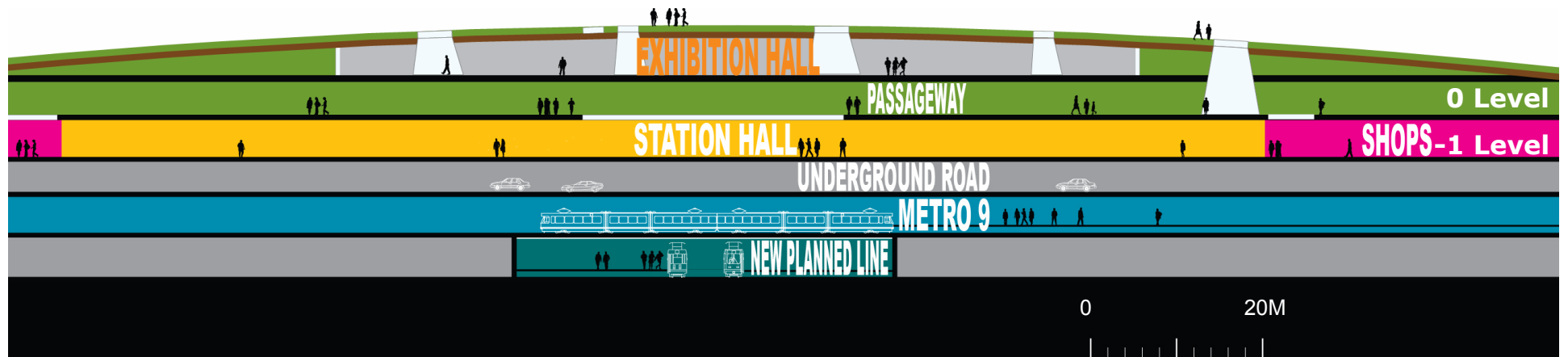
Section AA'



Section BB'



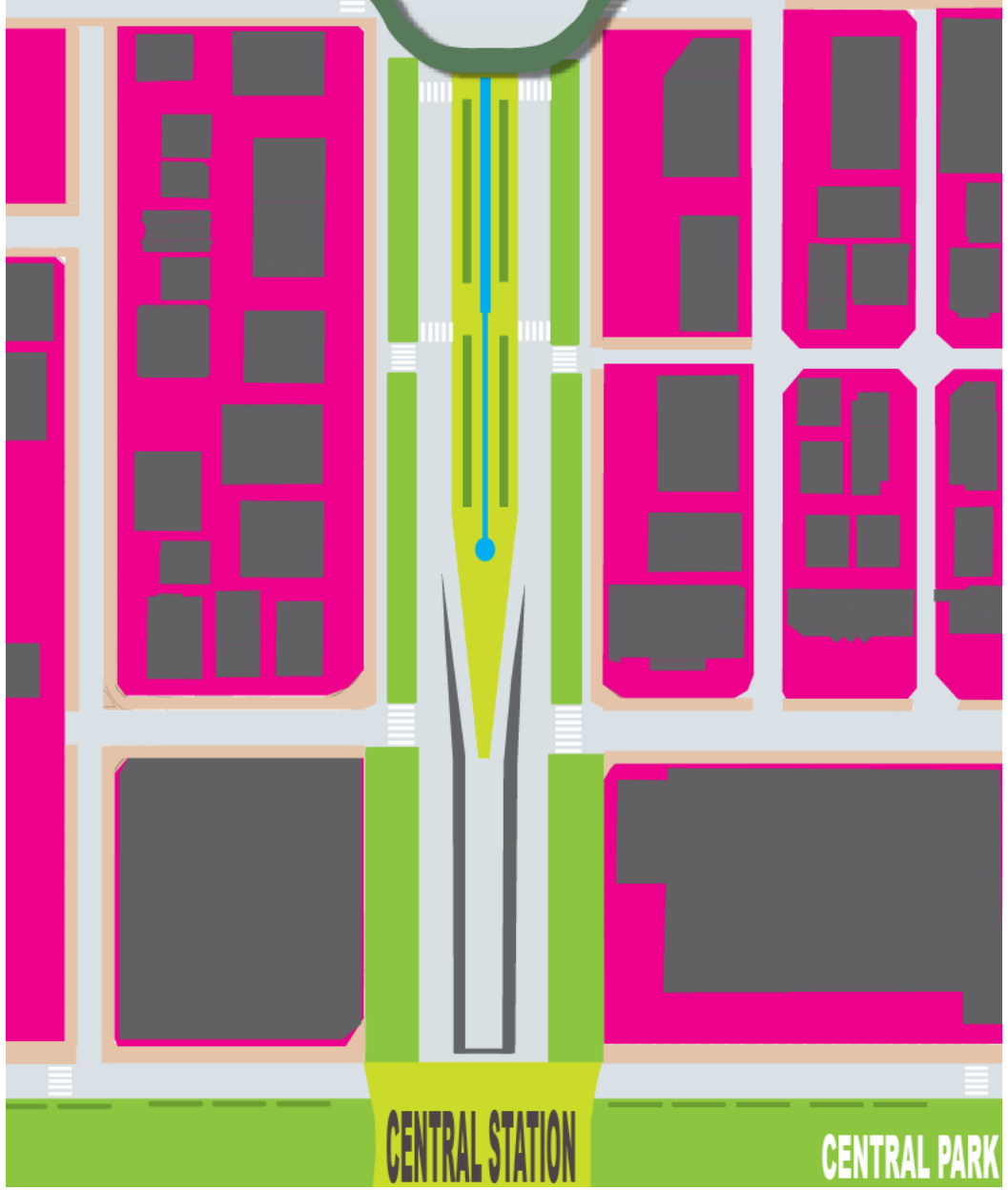
Green roof as a connector



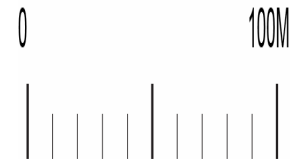
Boulevard

Monumental Boulevard

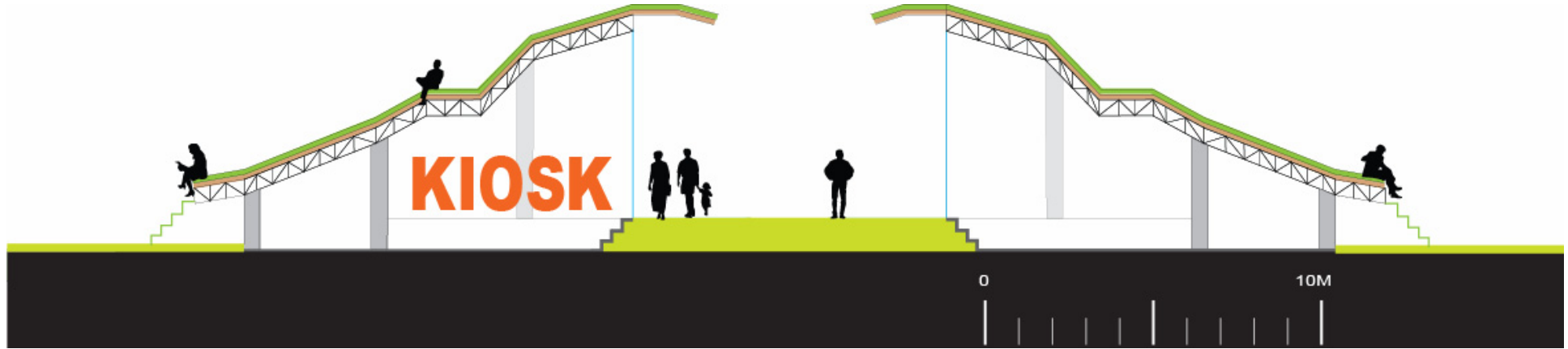
NATIONAL ASSEMBLY
ENTRANCE



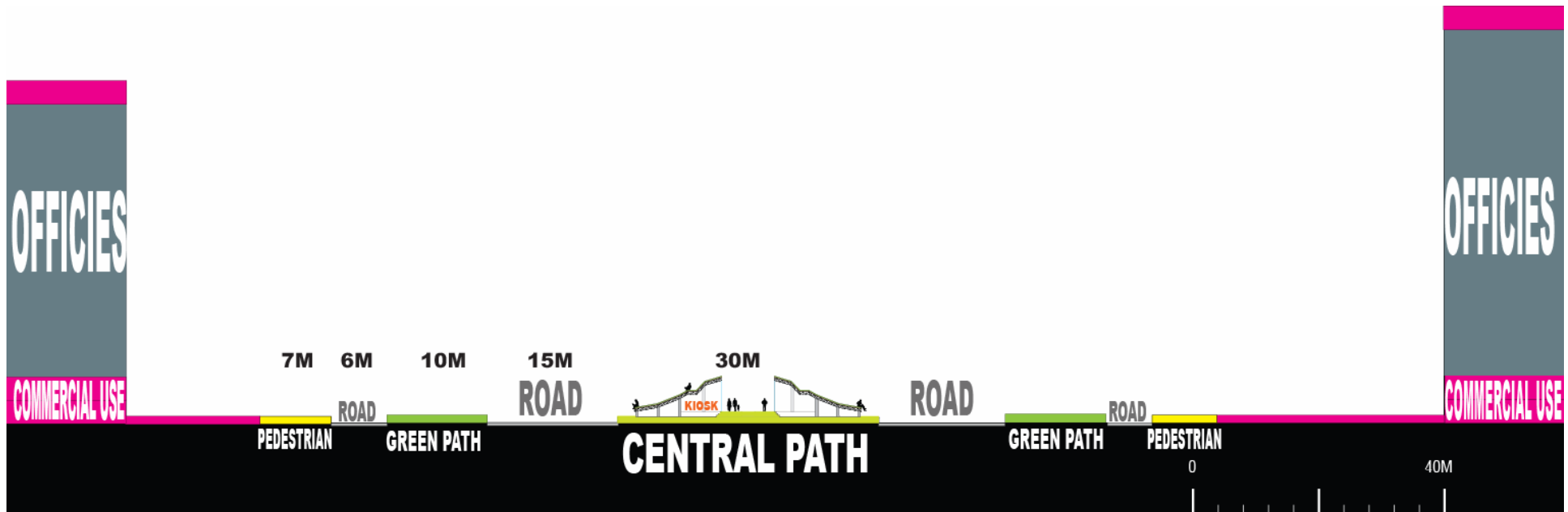
A green path and central path on the road



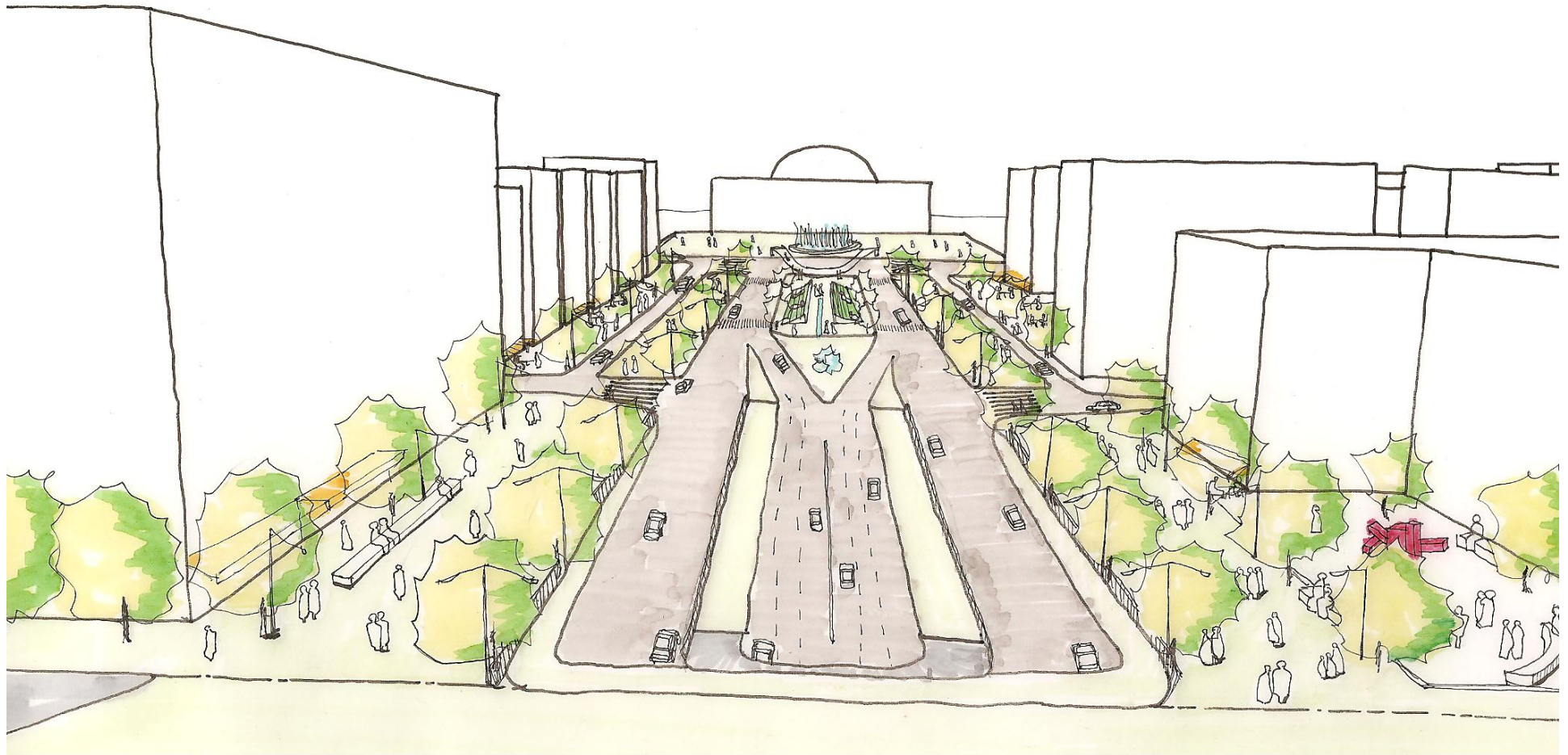
Central Path



Space for small commercial activities on the central path



Boulevard toward National Assembly



Commercial Corridor

Commercial Corridor A Part

M

A

M

A'

Commercial

Stock Exchange

OFFICES

OFFICES

COMMERCIAL USE

COMMERCIAL USE

SEMI-PUBLIC

PEDESTRIAN

ROAD

BLUEBOX

PEDESTRIAN

ROAD

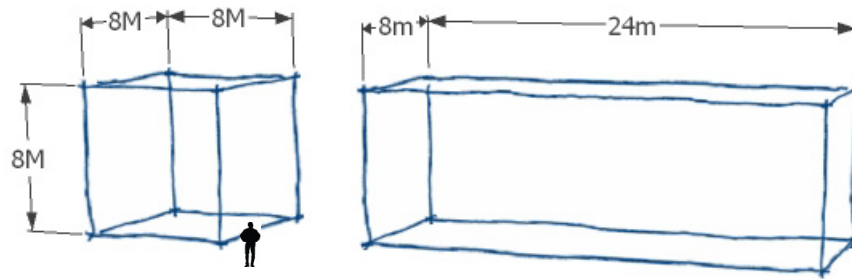
SEMI-PUBLIC

COMMERCIAL CORRIDOR

Section A-A'



Blue Boxes_ Infusion

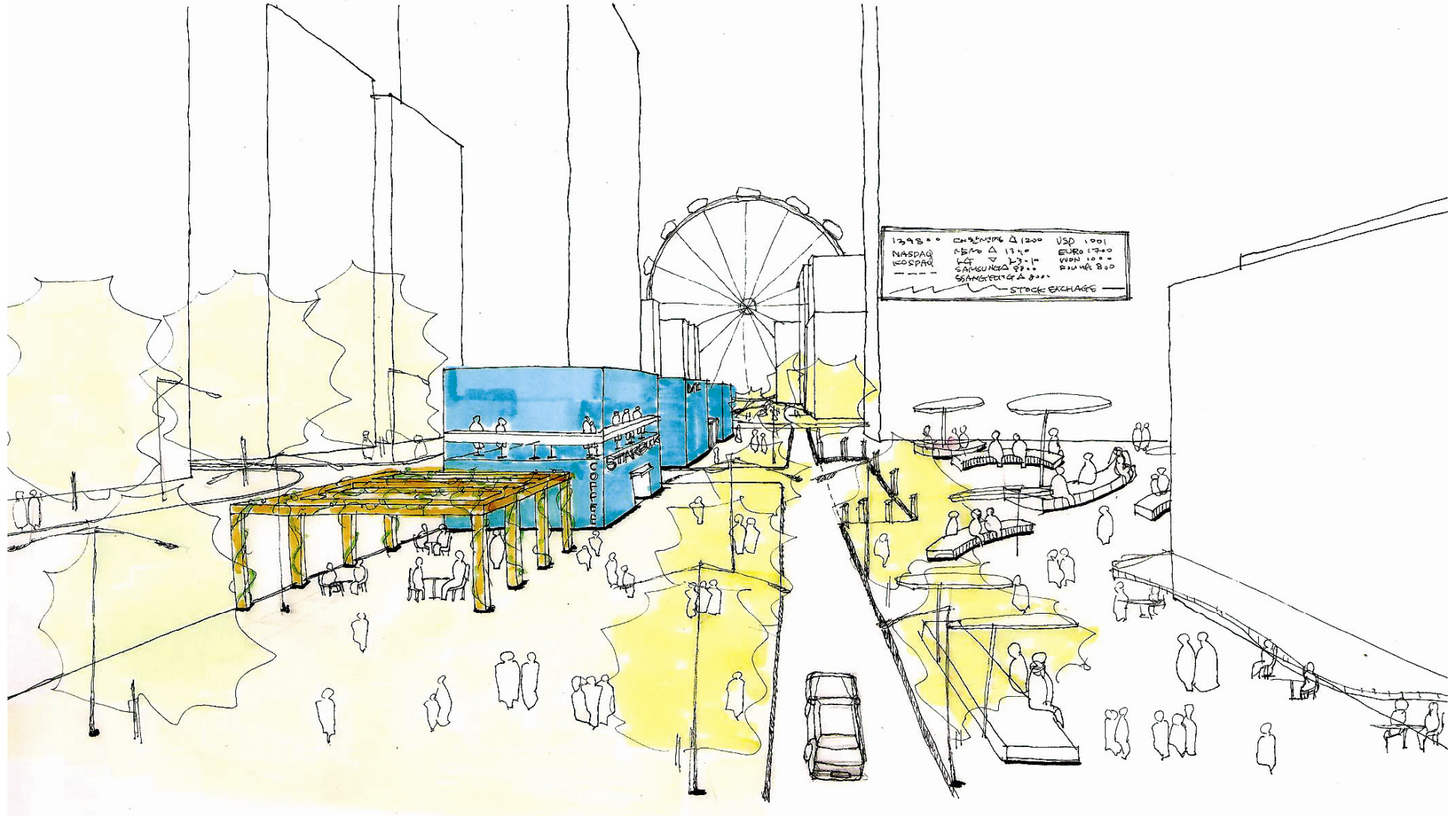


Programs

- A Branch Library
- Childcare Facilities
- Fast Food Restaurants
- Cafe



Stock Exchange Street



Commercial Corridor B Part

HIGH TECH OFFICES BLD.
MIXED FUNCTION

A

M

UNDERGROUND SHOPPING STREET

M

MIXED FUNCTION
BUSINESS SCHOOL

A'

OFFICES

OFFICES

COMMERCIAL USE

COMMERCIAL USE

PEDESTRIAN

PEDESTRIAN

PARKING

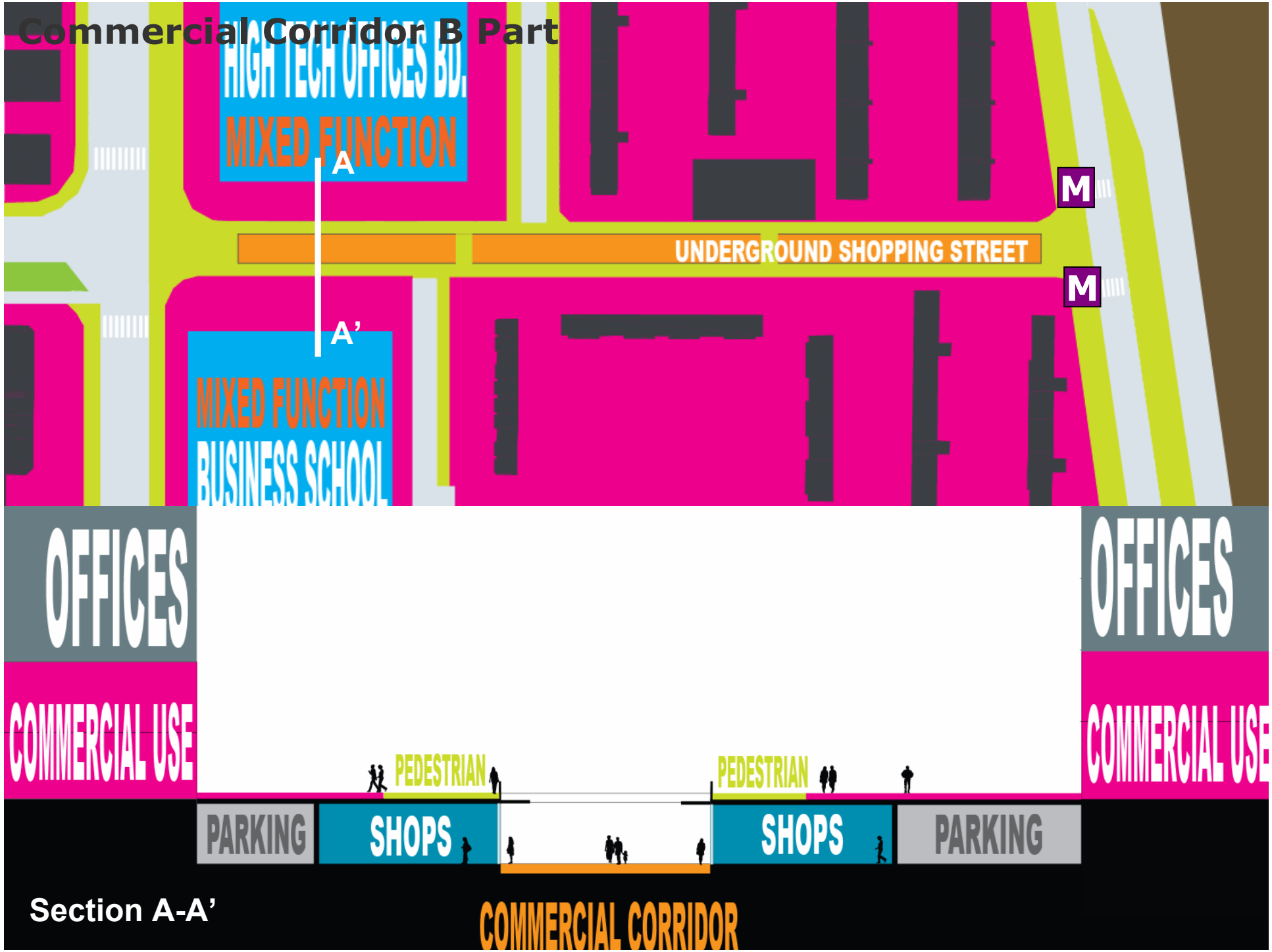
SHOPS

SHOPS

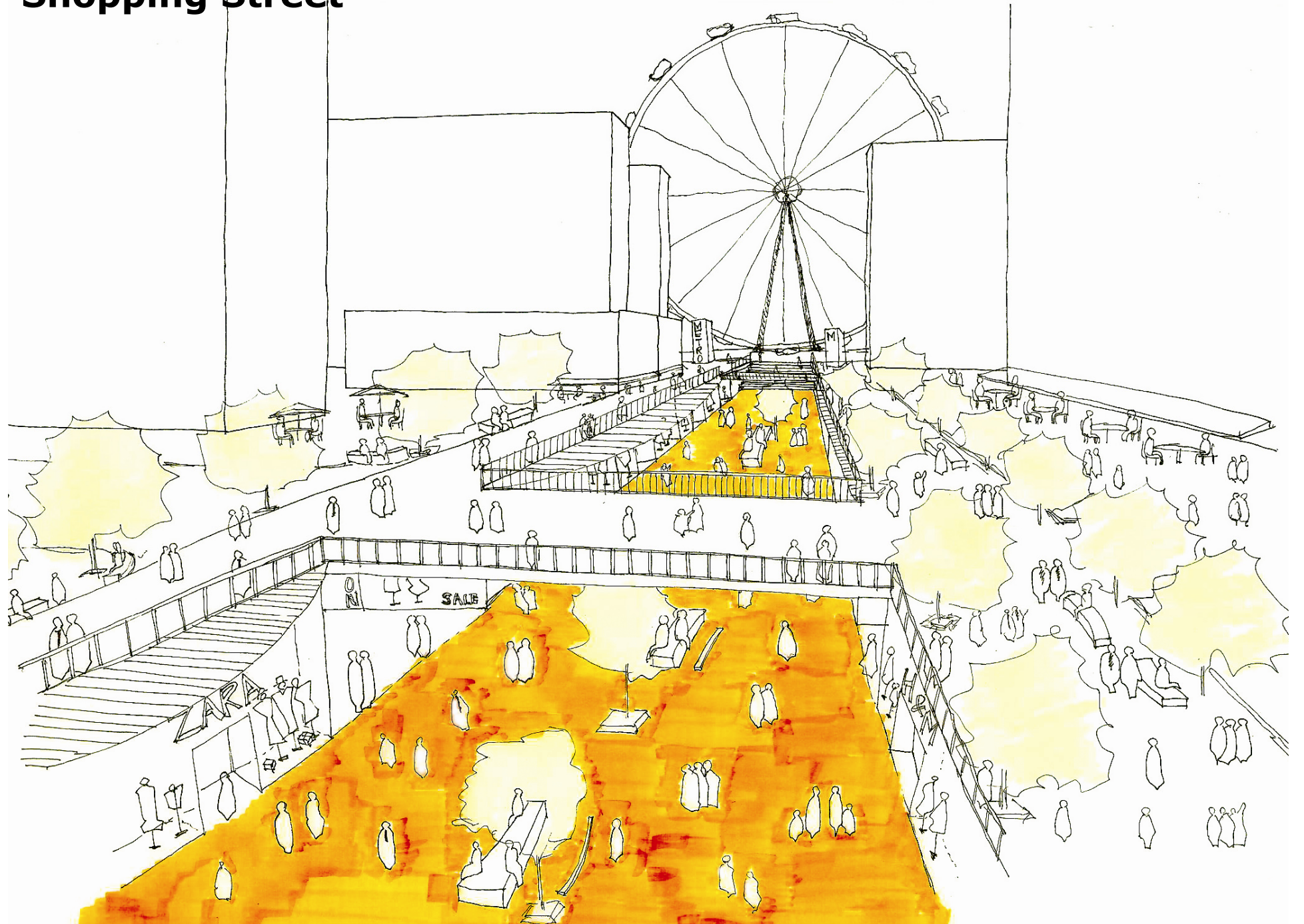
PARKING

Section A-A'

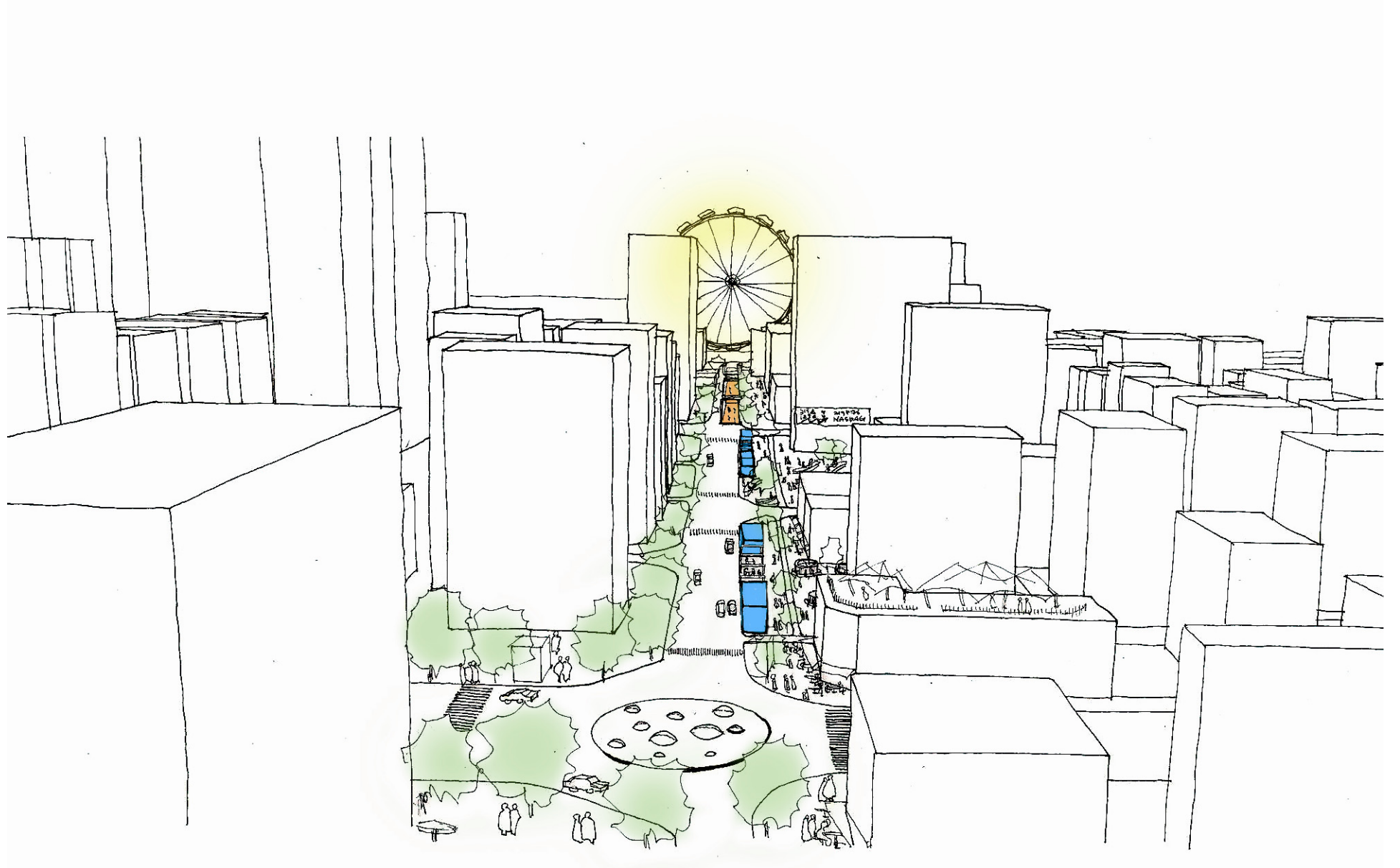
COMMERCIAL CORRIDOR



Shopping Street



Commercial Corridor Perspective



Stakeholders

Stakeholders

STAKEHOLDERS		CENTRAL STATION	MAIN BOULEVARD	COMMERCIAL CORRIDOR
PUBLIC	Central Government	◆		
	Seoul Metropolitan Government	◆	◆	◆
	Yeongdeungpo GU	◆	◆	◆
	Korea Railroad Corporation	◆		
	Seoul Metro	◆	◆	◆
	Seoul Metropolitan Rapid Transit Co.	◆		
PRIVATE	Project Developers	◆		◆
	Banks	◆	◆	◆
	Airport Railroad Corporation	◆		
	Local Transport Companies	◆	◆	◆
	Large Enterprises	◆	◆	◆
	Small & Medium Enterprises	◆	◆	◆
	Architects	◆	◆	◆
	Engineering & Construction Co.	◆	◆	◆
KNOWLEDGE ECONOMY : R&D ACTIVITIES	Seoul Development Institute	◆	◆	◆
	Samsung Economic Reseach Institute	◆	◆	◆
	LG Economic Research Institute	◆	◆	◆
	Universities	◆	◆	◆
CIVIL SOCIETY	Local Residents	◆	◆	◆
	Commercial Association	◆	◆	◆
	Environmental Group	◆	◆	◆
	NGOs	◆	◆	◆

◆ KEY- STAKEHOLDERS
◆ SECONDARY STAKEHOLDERS

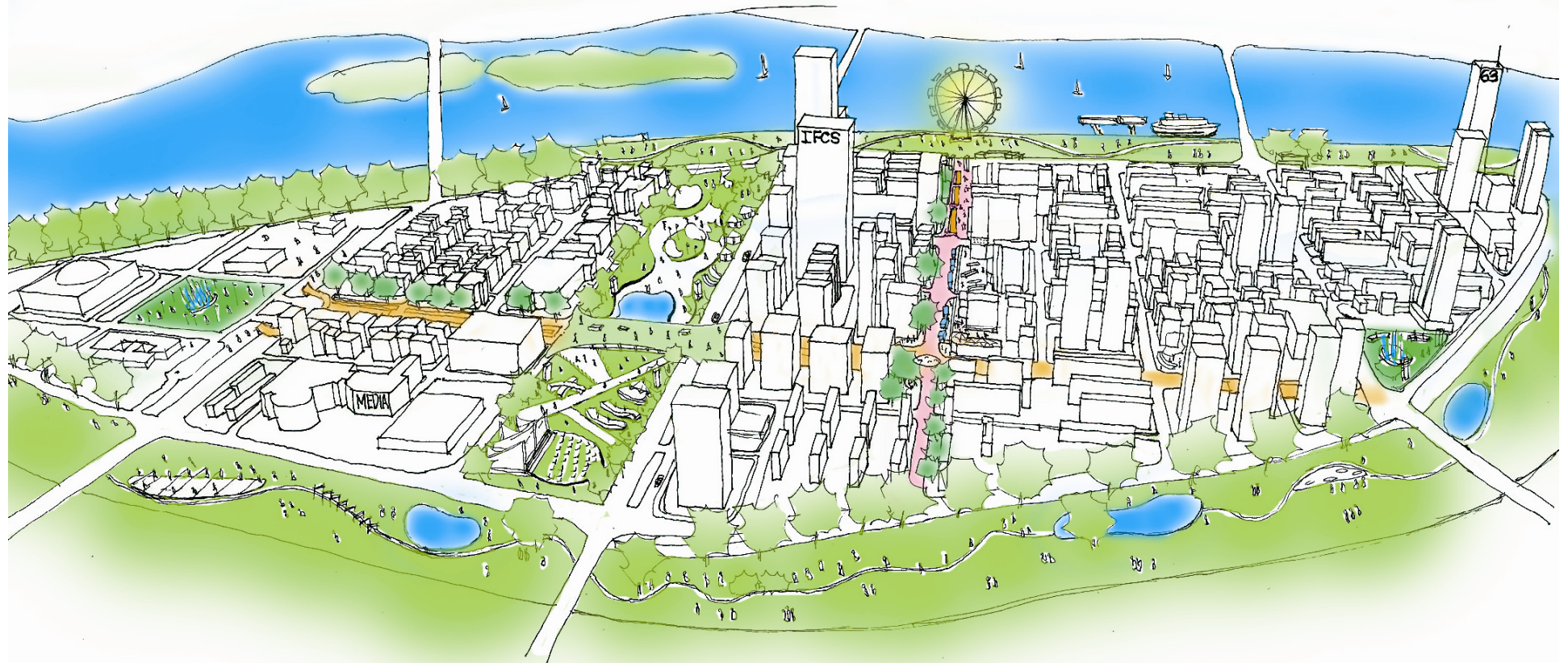
PPPs



Effect

2020 Perspective
2040 Perspective
Conclusion

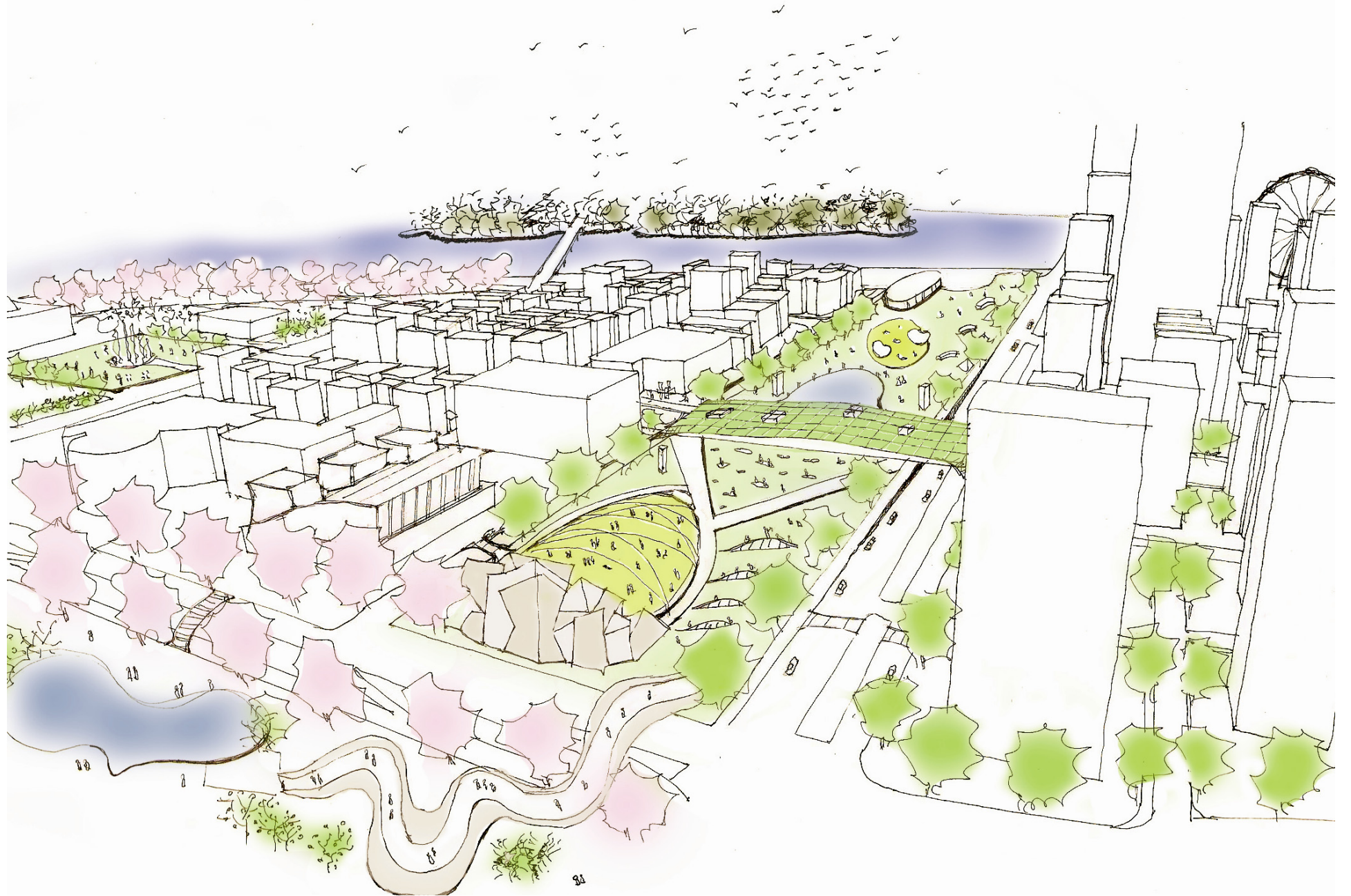
2020 Perspective



2040 Perspective



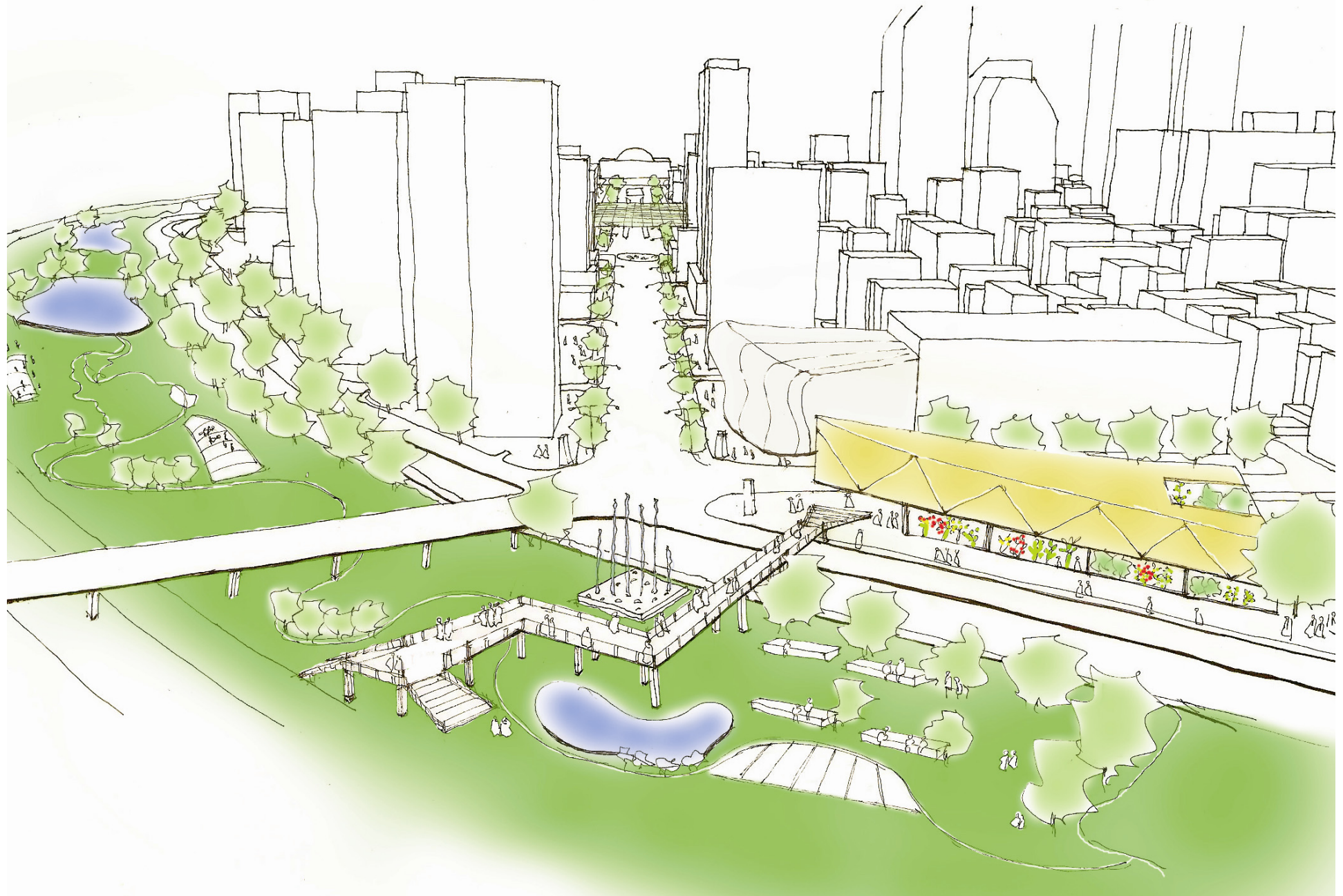
2040 Central Park



2040 Riverfront



2040 Botanical Garden & Eco Park



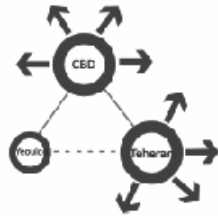
2040 Bam Island and Birding Spots



Conclusion

PROBLEM STATEMENT

The competitiveness of Yeouido as a business center of Seoul is decreasing and it is not performing well even as a local center.

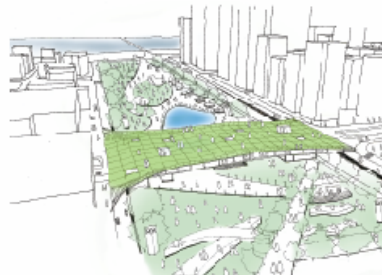


RESEARCH QUESTION

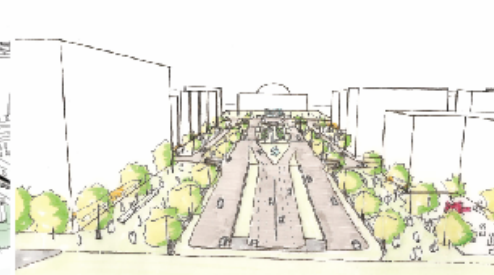
What are the spatial elements necessary in order to reinforce the role of Yeouido as an international business center?



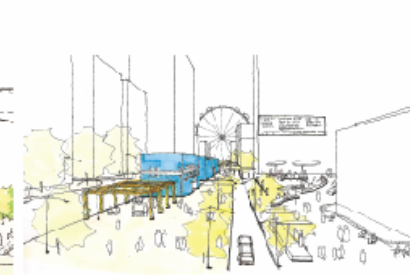
DESIGN



CENTRAL STATION



MONUMENTAL BOULEVARD



COMMERCIAL CORRIDOR

EFFECT

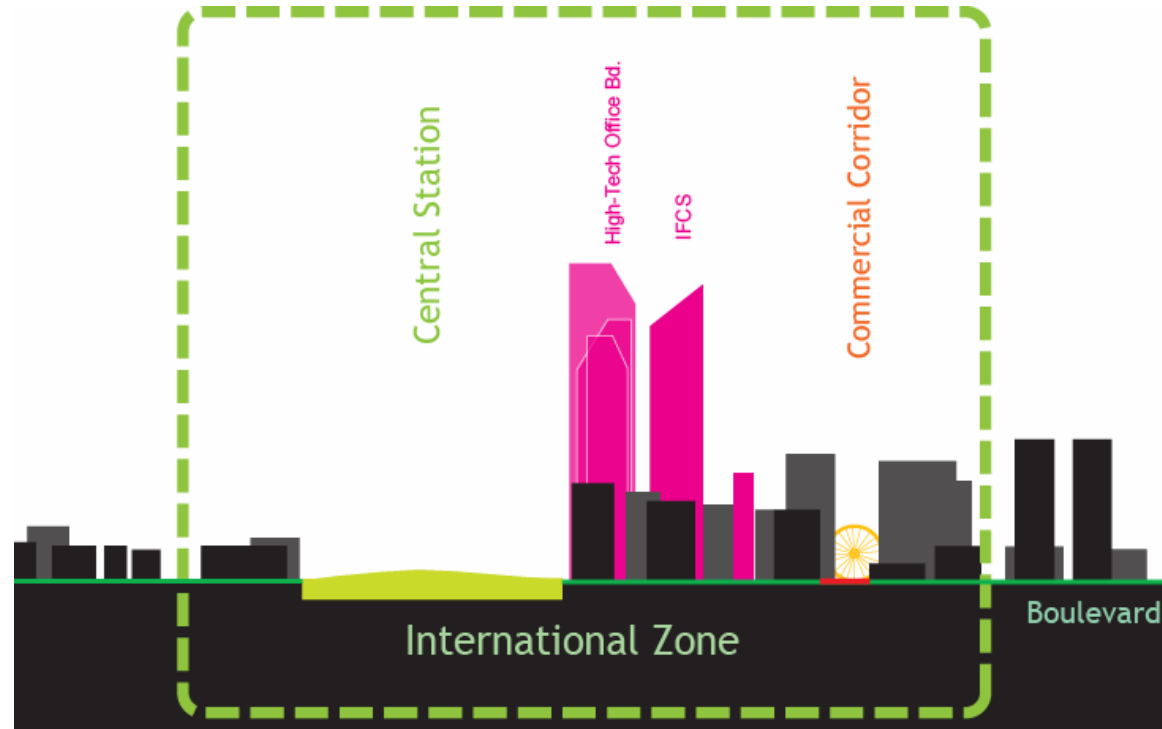


2020 PERSPECTIVE



2040 PERSPECTIVE

**REGENERATION OF YEOUIDO
BALANCED DEVELOPMENT
NEW WINDOW OF SEOUL**



WORLD BUSINESS DISTRICTS YEQUIDO

A GREEN BUSINESS & CULTURAL ISLAND