Yeouido, Seoul’s window
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
Seoul, A Big Global Hub

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

Figure 1  The world according to GaWC
City of Seoul performs as one of the major centers in advanced producer services.
Gyeonggi Province

Area: 11,730 km² (11.8%)
Population: 23,528,000 (48%)
Density: 2,006 people/km²
Production area in regional scale
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

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 Yeouido
Main CBD and Two sub-centers

- Yeouido
- Teheran
Two main centers and a sub-center of CBD

[Diagram showing CBD, Yeouido, and Teheran connected with arrows]

Present
Government Buildings
Large-sized Office Area, 1990

- CBD: 44%
- Yeouido: 32%
- Teheran St.: 18%
- etc: 6%
Large-sized Office Area, 2003

- CBD: 30%
- Yeouido: 21%
- Teheran St.: 32%
- etc: 17%
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
Objective of Yeouido
Yeouido
3 Analytical Approaches

Connectivity
Environment
Function
1. Connectivity

Connection and Articulation
Metro and Train Connection

Road Connection

Incheon International Airport
Gimpo Domestic Airport
Incheon
Bucheon
Anyang
Suwon
Gateway to enter CBD in Seoul

- Incheon International Airport
- Gimpo Domestic Airport
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

KBS

Church

LG
New centrality station

Upper Yeouido

Lower Yeouido
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
Blocked by roads
Closed housing blocks
Need for Axes

More attractive pedestrian way to easily access green and river area
Creation of Main Axes

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

Civic Corridor

Central Activity Corridor

Commercial Corridor

Recreational Corridor

Own functional character

Within the matrix of streets deliberately to carry visitors farther in easy steps.
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%)
Mono-functional blocks

No much interrelation between blocks

office 43.9%
residence 33.6%
national 19.4%
etc 2.9%
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
Extreme time unbalance of users (weekend)

Empty business area on the weekend
The infusion of new potential uses

New infusion to attract more people at every time
Zoning

- Government
- Religion
- 63 building

Reinforce an international character
Support the international business environment
Attention Area

Overlapped with the international zone
1st Phase of Development
Section AA’
Design

Central Station
Main Boulevard
Commercial Corridor
Station
Central Station
Section BB’

Green roof as a connector
Boulevard
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
Blue Boxes_ Infusion

Programs
A Branch Library
Childcare Facilities
Fast Food Restaurants
Cafe
Stock Exchange Street
Commercial Corridor Perspective
Stakeholders
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<th>STAKEHOLDERS</th>
<th>CENTRAL STATION</th>
<th>MAIN BOULEVARD</th>
<th>COMMERCIAL CORRIDOR</th>
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◆ KEY STAKEHOLDERS
◆◆ SECONDARY STAKEHOLDERS
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

INTERNATIONAL ZONE

CENTRAL STATION

MONUMENTAL BOULEVARD

COMMERCIAL CORRIDOR

EFFECT

REGENERATION OF YEOUIDO BALANCED DEVELOPMENT NEW WINDOW OF SEOUL

2020 PERSPECTIVE

2040 PERSPECTIVE
WORLD BUSINESS DISTRICTS YEOUIDO
A GREEN BUSINESS & CULTURAL ISLAND