

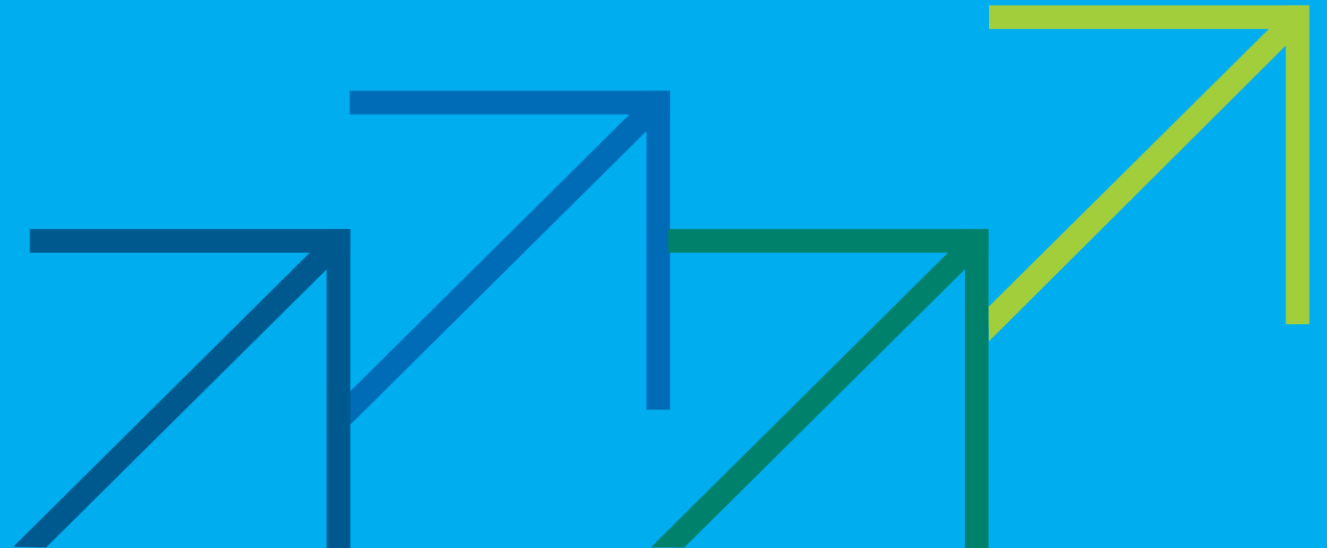


**KGID
2025**

**Green Growth:
The Path to
Sustainable Jobs**

Facilitating Sustainable Regional Socioeconomic Development through Urban Regeneration Interventions: Seoul City Cases

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SEOUL'S URBAN DEVELOPMENT HISTORY

PHASE I. 1960-1980

LAYING THE URBAN FOUNDATION



- Recovering from war damage
- Coping with explosive post-war population growth
- Massive central government-led infrastructure development in housing, transport, utilities, etc.
- Development of Gangnam area, south of the Han River

PHASE II. 1980-2000

CONSOLIDATING CITY GROWTH



- Accommodating continued urban population growth
- Public administration reform towards **LOCAL AUTONOMY**
- **INTEGRATED URBAN PLANNING** and ensuring comprehensive coverage of urban services
- Increased focus on improving urban environment

PHASE III. 2000-2020

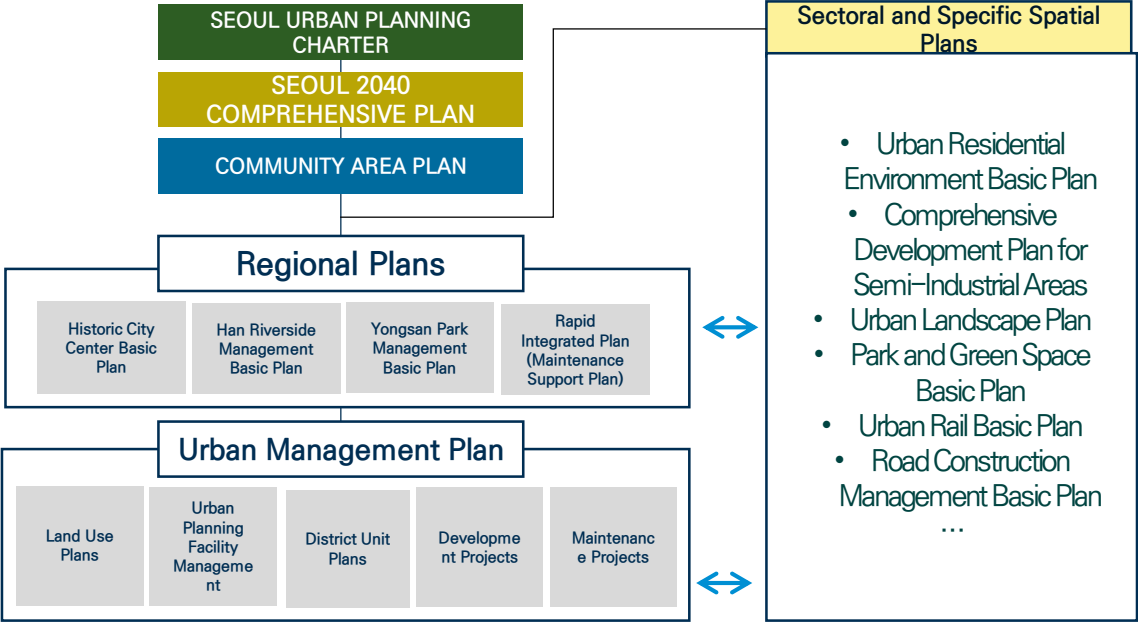
BEYOND GROWTH



- Paradigm shift towards improving citizen quality of life and sustainability
- Integrating ICT in planning and operation of urban services and policies
- Increased focus on citizen participation in urban governance
- Securing new knowledge-based socioeconomic growth engines

SEOUL URBAN PLANNING CHARTER

Seoul's Urban Planning Framework

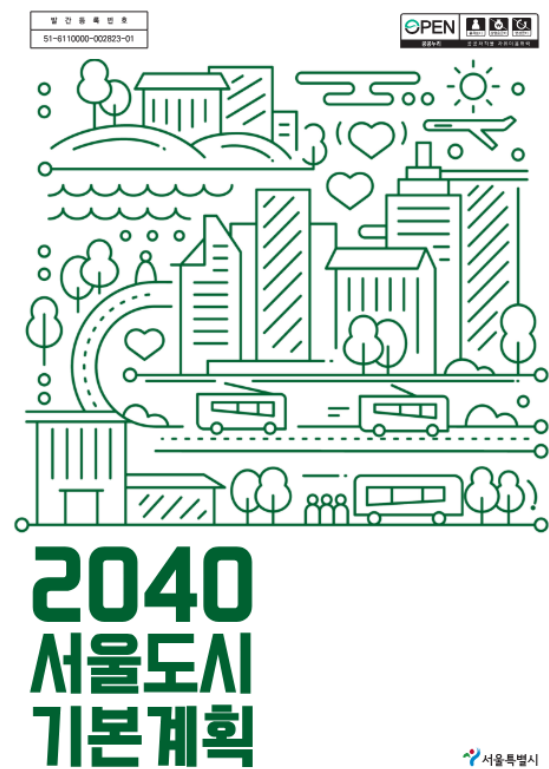


10 Articles of the Seoul Urban Planning Charter

Natural Environment	Preservation of Cultural and Historic Heritage	Convenient Wherever	Green Public Transport Oriented	Safe and Secure
Eco-Friendly Energy Minimizing	Harmonious Scenery	Sense of Place	Participation and Communication	Respect and Coexistence

- ✓ The codified guiding principles for Seoul's urban planning for the next 100 years
- ✓ Establishment of foundational values for future-oriented urban planning through dialogue and consensus with citizens
- ✓ Provides the basis for the overall administration of urban planning, and a long-term, consistent planning direction

SEOUL 2040 COMPREHENSIVE PLAN



7 Objectives of the Seoul 2040 Comprehensive Plan		
Concept	7 Objectives	Details
Quality of Life	“Creating a pedestrian daily life zone”	Creating an urban environment with work, sleep, play accessible within 30 minutes by foot
	“Waterside centered spatial reorganization”	Reforming regional and citizen livelihoods through the potential of waterfronts
	“Three-dimensional infrastructure”	Promoting three-dimensional human centered infrastructure to create new urban spaces
Urban Competitiveness	“Innovating functions of urban centers”	Enhancing functions of urban centers and laying the foundations for industries to drive new growth
	“Establishing future mobility infrastructure”	Establishing mobility infrastructure for the efficient adoption of new transportation modes
Values and Direction for a Future Seoul	“Creating a carbon neutral safe city”	Spatial planning for a carbon neutral city, and transitioning towards a sustainable Seoul to respond to climate change and natural disasters
	“Evolution of urban planning”	Transitioning towards a flexible urban planning framework to adapt to future urban changes

IMPACT

- ☑ Highest legal framework plan for improving urban residents’ quality of life and the city’s sustainable urban growth
- ☑ Establishing the city’s 20 year future vision
- ☑ An integrated plan meshing infrastructure, spatial, socioeconomic, and environmental planning

SEOUL 2040 COMPREHENSIVE PLAN

Walkable Life Zone'

Balanced Planning with Walkable Life Zones All Over the City



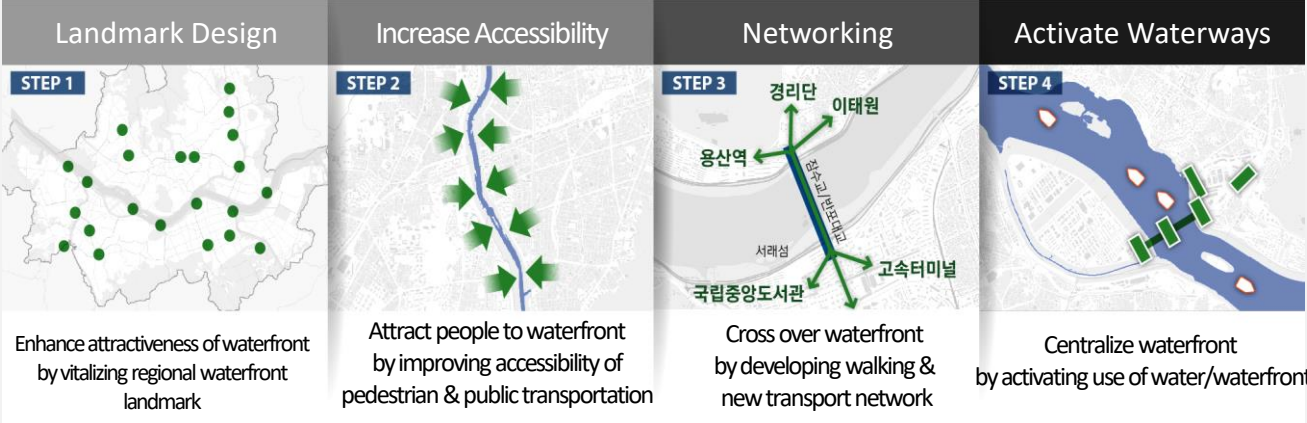
Improved Quality of Life

Easy access to various urban functions like business, shopping, leisure in living radius of individual



Enjoy of high-quality living environment in everywhere & by every citizen in Seoul

Waterside-Centered Urban Space



Transition of Planning for a Multifaceted City

2022~2024

Designing the New Zoning System

Beyond Zoning Study by city government
Consensus-making among government•academic•expert



Legal & Institutional Assistance
Propose institutionalization to the Government

2025~

Beyond Zoning

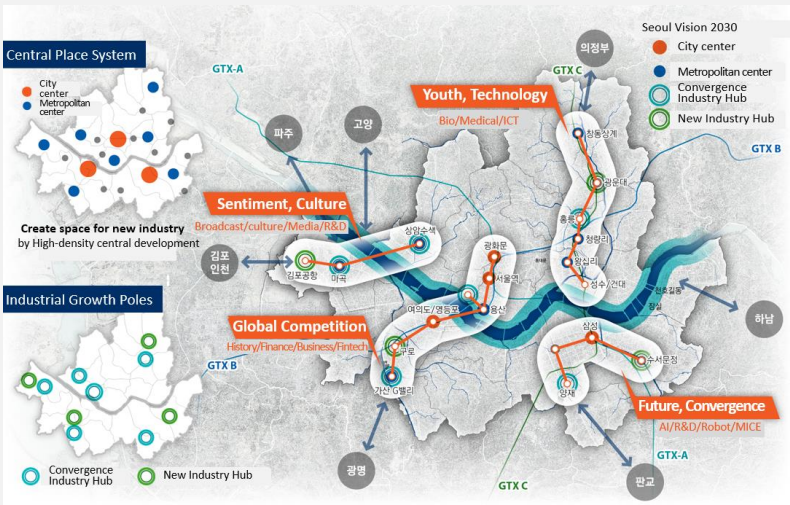
Step-by-Step Application of the New Zoning System

For Various Open Spaces
Flexible Height Limit

Landscape Diversity with the Lifting of 35-Story Height Limit



Future Growth Pole, Innovative Centers



YONGSAN INTERNATIONAL BUSINESS DISTRICT DEVELOPMENT

- **Implementation Period:** 2025~2030 (Site preparation & infrastructure by 2028)
- **Spatial Scope:** 494,601m² (60% mixed use, 40% facilities (green spaces, multidimensional mixed purpose facilities))

[Expected Economic Benefits]

- 146,000 new jobs created
- Approx. 28 billion USD in induced economic impact anticipated



Convergent International Business City Integrating Diverse Land Uses and Urban Functions

International Business Zone



- [Work]** International Businesses
- [MICE]** Exhibitions, Conference Facilities, Hotels
- [Culture]** Commercial Cultural Facilities
- [Transit]** Connectivity to Yongsan Station

Mixed Use Office Zone



- [Work] 50%** Digital Sector Companies
- [Live] 30%** Foreign residents, resident company staff

Business Support Zone



- [Work] 30%** Office & Work Spaces
- [Live] 50%** Regular residential



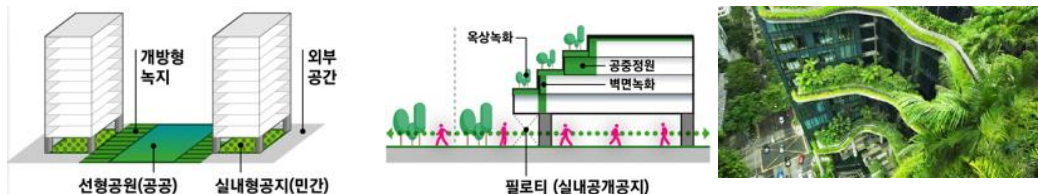
YONGSAN INTERNATIONAL BUSINESS DISTRICT DEVELOPMENT

Multidimensional Green City Where Nature and Walkability are at the Heart of Urban Life

- Developing over 83,000m² of traditional above ground green spaces (Approx 17% of total project area)
- Interconnection throughout the area, and to outside public parks utilizing green pedestrian corridors



- Securing additional green spaces through 3-dimensional architecture



Contributing to Seoul's Transition towards a Carbon Neutral City

[Area Specific Traffic Demand Management]

- Designation as **Special Management Zone for Traffic Congestion** (Parking Limitations, Congestion Charging, Traffic Impact Fees, etc.) + **Strengthening Public Transit Access** (Connectivity with Yongsan Station + integrated regional transfer center) + **Smart Mobility Infrastructure** (Autonomous Vehicles, Share Mobility, UAM)



Yongsan International Business District as a [Zero Emission Zone]

- ZEB Uptake Roadmap
 - Class 2 ZEBs by 2035
 - Class 1 ZEBs by 2050
- Institutionalization of Area-Level LEED Certification Promotion



CHYEONGGYECHEON STREAM RESTORATION

Natural Landscape Restoration Model for Urban Areas

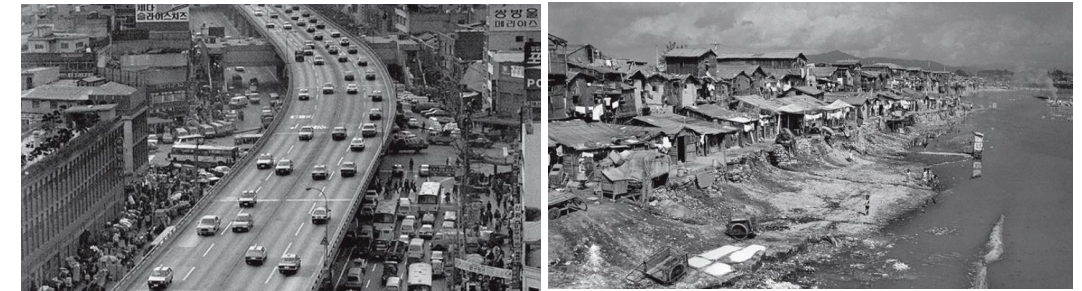
- Implementation Period: 2003.07 ~ 2005.09 (Opened 2005.10.01)
- Spatial Scope: Along the Chyeonggye Avenue (5.84km) and surrounding areas



Improving Inner City Urban and Pedestrian Environment



After Restoration Project



Chyeonggye Overpass (1970s)

Informal Settlements along Chyeonggyecheon (1967)

- ☑ Public Leadership and Governance: SMG taking the lead in conflict resolution between various stakeholder groups
- ☑ Local revitalization induced through public infrastructure investment on urban environment in poor urban areas
- ☑ An estimated 300 million USD in environmental benefits per year for the city, and a cumulative 2.4 billion USD in benefits across 22 years

SANGAM DIGITAL MEDIA CITY

Integrated Greenfield Development for IT and Media Industrial Convergence

- Total Land Area : 569,738m²
- Business Area : 329,151m² (48 Lots)
- Public Area : 240,587 m² (Roads, Parks, etc.)
- Implementation Period : 2002.05 ~ 2010

The DMC was designed as an industrial hub bringing together the newly burgeoning media/IT industries and emerging technologies to propel an economic transition towards a knowledge and technology-based economy



Source: DMC



Image: Invest Seoul

- ✔ Over 13 billion USD in induced economic impact annually
- ✔ Setup of a dedicated project steering committee by SMG ensured long-term project implementation success, despite changes in political landscape
- ✔ Strategic targeting of 'anchor' companies catalyzed co-location of SMEs to DMC (Over 800 resident companies, 70%+ SMEs)
- ✔ Designated as a smart city testbed by SMG in 2019, and actively piloting emerging smart city technologies such as autonomous vehicles, next-gen display technologies, etc.

DONGDAEMUN DESIGN PLAZA (DDP)

City Landmark and Catalyst for Local Revitalization

- Size : 86,574m² (3 basement floors, 4 above-ground floors)
- Implementation Period : 2009.04 ~ 2013.11 (Opened 2014.03.21)
- Main Facilities : Exhibition, Convention, Experience, Convenience



Dongdaemun Area of the Past



붙임 2 DDP 운영성과 자료



Urban regeneration of a deteriorating urban area through reinvigorating the design and creative industries



10 million visitors in 2018, 42 million visitors across 5 years



Approx. 14 million USD revenue in 2023, 105% financial independence rate, serves as a cultural touristic landmark to enhance the city's competitiveness with an average of over 13 million visitors per year

BUKCHON HANOK VILLAGE

Preservation and Management of Cultural Historic Heritage

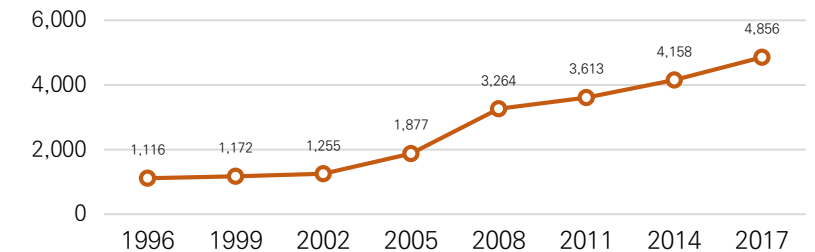


- Land Area: 1,128,327 m²
- Land Uses: Residential Zone, Historic Cultural Zone

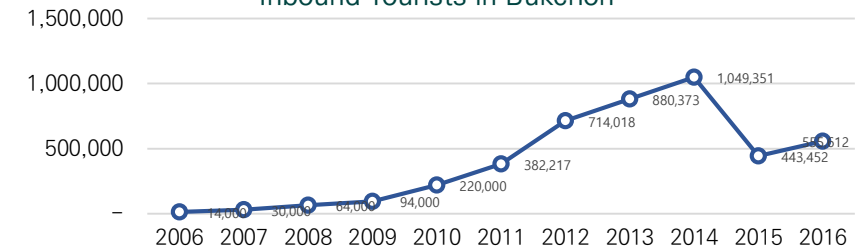
- Deteriorating hanoks were demolished to build multi-family homes in the 1990s. To preserve hanoks and improve their livability, the Bukchon Maintenance Basic Plan was enacted in 2000
- 1,344 Hanok residential units restored by SMG as of 2024

Revitalization of Local Economy through Urban Regeneration

Residential Real Estate Prices in Bukchon (USD/m²)



Inbound Tourists in Bukchon



- ✓ Public sector policy and leadership to preserve and manage privately owned hanok homes
- ✓ Inducing urban regeneration and local economic revitalization through historical and cultural resources, and policy support for local cultural industry
- ✓ Number of visitors to Bukchon steadily increasing due to unique urban landscape and cultural content development that combines tradition and modernity

WORLD BANK – SEOUL COLLABORATION

PAST COLLABORATIONS IN URBAN SECTOR



World Bank – Seoul Cultural Heritage, Sustainable Tourism, and Urban Regeneration: Applying Experience and Lessons Learned from Seoul



Creative Cities Supporting Competitiveness and Sustainable Urban Development: Case Study on Seoul



Geospatial Approaches for Fostering Green Growth in Fragile Contexts by Sharing the Innovative Experiences of Korea

PROPOSED COLLABORATION GOING FORWARD

