

To Change Urban Regeneration Policy
Seongnam Town Management System(Seongnam-TMS)

+ Human city = Smart city

Seongnam city, Republic of Korea

+ Namhansanseong Fortress

▶ UNESCO World Heritage Site (Historical Site No. 57)



Seongnam City



Seongnam Market
Revitalization Foundation



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Seongnam City

www.seongnam.go.kr

To Change Urban Regeneration Policy
Seongnam Town Management System(Seongnam TMS)

+ Human city = Smart city : 'Seongnam'

contents

- + About Seongnam
- + Environment
- + Condition & Strategy
- + Recovery of Humanity



+ New Town – Backhyun Café Street

▶ Daewangpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea

+ Human city = Smart city

To Change Urban Regeneration Policy
Seongnam Town Management System

About Seongnam

About Seongnam

+ Total area of development /

141.82 km²

Index	Residential	Commercial	Industry	Greenery
Area(km ²)	27.17	4.79	1.63	108.23

+ Population /

974,877 persons

Districts	Old Town-1	Old Town-2	New Town
Persons	222,959	251,668	500,250
Households	100,196	104,974	183,898

+ Budget in 2015 /

2.01 billion/USD

Year	2012	2013	2014	2015
USD(billion)	1.61	1.82	1.91	2.01

+ Industry(2013) /

57,942 Establishments

Year	2010	2011	2012	2013
Establishments	50,923	54,000	56,436	57,942
Workers	310,658	331,033	349,709	382,974

+ Local commercial area /

14 areas

Districts	Old Town-1	Old Town-2	New Town
Commercial area	2	5	7
TMS area	1	1	0
Traditional market	4	9	12
Shopping center	1	1	10

▶ TMS : Seongnam 'Town Management System'

+ seongnam city

▶ Panoramic view

+ Human city = Smart city

To Change Urban Regeneration Policy
Seongnam Town Management System

Environment

Birth of the city

In 1970s Planned city for the forcible
resettlement of Cheogyechon

Low level of city infrastructure
and Rough Start...



+ Old Town Area



+ Hill Development



+ Slum Area

+ Old Town - Seongho Traditional Market

▶ Seongnam-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

+ Human city = Smart city

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Seongnam Town Management System

Environment

New Town

A '**Polarization**' weakens
Competitiveness of the city
- City fragmentation -

Livable Bundang,
Intelligent City Pangyo,
but Old Town

+ New Town - Bundang

► Sunae dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea

Old Town

Sujeong · Jungwon '**Old Town**'
Deterioration, Identity Crisis,
and Deep Recession

Competitive disadvantage



Solution '**Human**'

Seongnam Town Management System

+ Old Town - Jungwon

► Jungang-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

+ Human city = Smart city

To Change Urban Regeneration Policy
Seongnam Town Management System

Condition & Strategy

3 + 1 Condition

Our Approach

- + Based on exist Urban Master Plan
- + Project strategy by each phase
- + Realizable project
(Low cost efficient)

Sustainable development
with preserving identity

+ Old Town - Moran Traditional Market

▶ Seongnam-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

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To Change Urban Regeneration Policy
Seongnam Town Management System

Condition & Strategy

TMS Strategy

Seongnam - Town Management System

“Action Item by each phase”

Step.1



Step.2



Step.3

Human-ware

Soft-ware

Hard-ware



Community

Governance

Community

linkage

linkage

linkage

linkage

Community

Smart Town Test beds

Community Based Solution

+ Seongnam-daero

▶ Seongnam-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

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To Change Urban Regeneration Policy
Seongnam Town Management System

Condition & Strategy

TMS **Strategy** : case

Human-ware



Merchants community organizing / Training program

(Stimulating merchant participation)

Strengthening self-participation ability (incentives from the city)

e.g. Self gardening, cleaning and management.

Soft-ware



ICT based Communication tools (social) development

(web & mobile - emerging on/offline)

Contents (tangible & intangible) development

Story telling / promotion

Additional opportunities / Cooperative marketing

Enlarging market (domestic to global)

Hard-ware

Building Wi-Fi sites

e.g. Free internet zone (telecommunication company supporting)

Theme spot / Environment innovation / Information facilities

e.g. Street event stage, billboards

+ **Sanseong-daero**

▶ Sanseong-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

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Seongnam Town Management System

Recovery of Humanity

Planning

The Law · Institutional
Foundation & Demonstration
project promotion system plan



+ Sys Development + Institution Establishment + Governance sys

+ Seongnam city hall

▶ Yeosu-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea

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To Change Urban Regeneration Policy
Seongnam Town Management System

Recovery of Humanity

Application

Downtown Commercial Area

Human Recovery 2-Steps

Expansion

&

Stabilization



+ Organization
enlargement



+ Enlargement
planning



+ Strengthening
governance system

+ Human city = Smart city

To Change Urban Regeneration Policy
Seongnam Town Management System

Recovery of Humanity

Change

To change Urban **Regeneration** Policy

+ Old policy /

Economic Revival Focus

+ New policy /

Recovery of Humanity

Comes with Market Revitalization



+ Human city = Smart city

To Change Urban Regeneration Policy
Seongnam Town Management System

Recovery of Humanity

Performance

+ Human Recovery Practice Subject /

Smart Merchants / 1,579 persons

Index	Communities (Merchants Association)	Social Economy Organizations (Merchants Cooperative)
Establishments	82	3

+ ICT Communication(Social Network Service)

NAVER

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+ Unification with communities

; Join organizations & communities /



+ Merchants -
Cleaning public area



+ Cooperation
With Citizen F.C.



+ merchants -
University

+ Namhansanseong Fortress

▶ Namhansanseong became Korea's newest UNESCO treasure
Celebration "Social Economic Organization Participation Campaign"

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Recovery of Humanity

Performance

Changes in monthly **revenues** per store
(against the same period last year)

Old Town-1 (Sujeong-gu)

2012 Showed clear signs of increase in real revenues among self-employed businesses after the commencement of commercial district revitalization pilot project

+ Monthly average revenue per store /

3.2% ~ 4.1% ↑

Year	2012	2013	2014
Old Town-1	\$20,094	\$20,735	\$21,576
		3.2%	4.1%
Food & Beverage	\$22,580	\$23,284	\$24,966
		1.9%	7.2%
Services	\$6,896	\$6,462	\$6,679
		-6.3%	3.3%
Retails	\$19,605	\$21,486	\$21,341
		9.6%	-0.7%

+ Survey target : Mostly, small- and mid-sized self-employed businesses in Seongnam city
+ Survey period : January 2012- December 2014

Old Town-2 (Jungwon-gu)

Kicked-off(2013~2014), Commercial District Revitalization Project
Detail plan of expanding urban commercial district

+ Monthly average revenue per store /

-0.2% ~ 4.6% ↑

Year	2012	2013	2014
Old Town-2	\$17,535	\$17,174	\$17,960
		-0.2%	4.6%
Food & Beverage	\$19,280	\$19,831	\$20,500
		2.0%	3.4%
Services	\$6,453	\$5,812	\$6,227
		-9.9%	7.2%
Retails	\$17,617	\$16,957	\$18,078
		-3.8%	-6.6%

+ New Town - Pangyo Techno Valley

▶ R&D complex focusing on IT, BT, CT and Fusion Technology

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Recovery of Humanity

Message

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Most importantly,

all citizens will be offered
equal opportunities

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Thank you



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