

Open streets plan for a commercial district activation in downtown Seosan

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CONTENTS

- 
- 1 CNI Introduction
 - 2 The Research introduction
 - 3 Activation direction
 - 4 Action strategy

1

CIN introduction

What CNI is

CNI's Vision, Goals, Values

CNI's Divisions
&
Department of
Regional and Urban Research

The ChungNam Institute Performs Research on and for Chungcheongnam-do

Chungcheongnam-do is located in the center of the Korean Peninsula and the central area of the Pan Yellow Sea Region.

It is a transportation hub traversed by the Gyeongbu and Honam railroads, expressways, a high-speed railroad and the Seohaean Expressway.



Total Land Area of Chungcheongnam-do 8,204km²



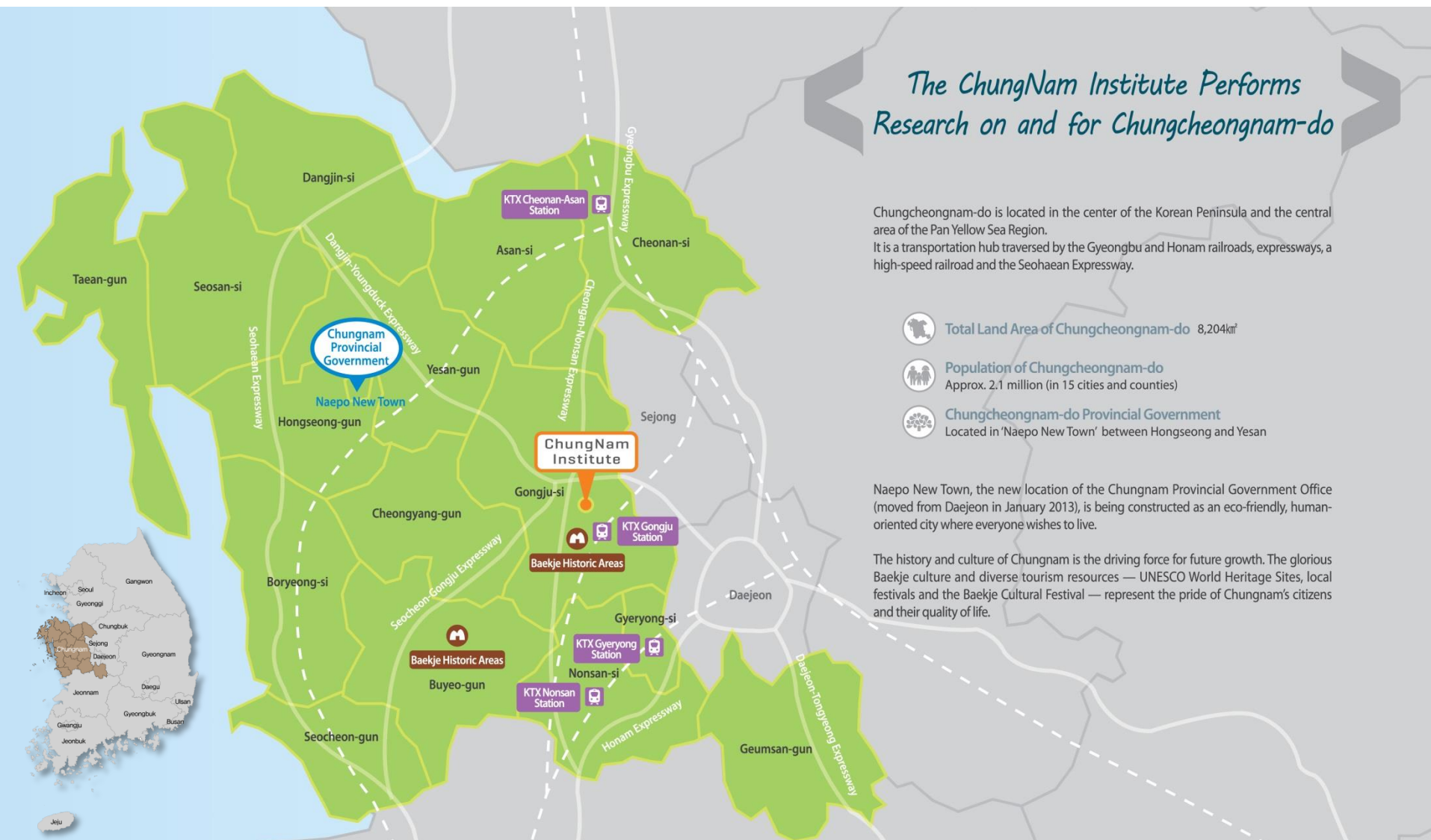
Population of Chungcheongnam-do
Approx. 2.1 million (in 15 cities and counties)



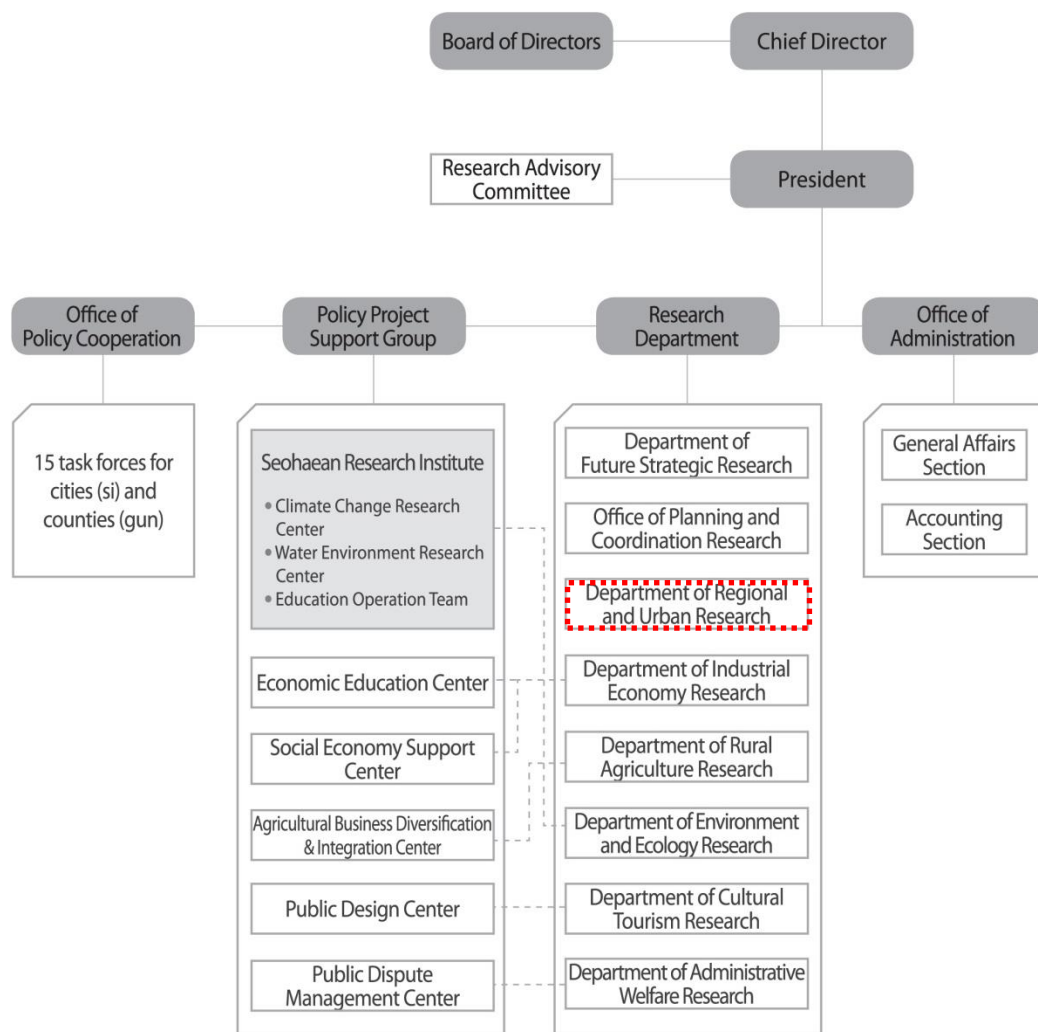
Chungcheongnam-do Provincial Government
Located in 'Naepo New Town' between Hongseong and Yesan

Naepo New Town, the new location of the Chungnam Provincial Government Office (moved from Daejeon in January 2013), is being constructed as an eco-friendly, human-oriented city where everyone wishes to live.

The history and culture of Chungnam is the driving force for future growth. The glorious Baekje culture and diverse tourism resources — UNESCO World Heritage Sites, local festivals and the Baekje Cultural Festival — represent the pride of Chungnam's citizens and their quality of life.







[Department of Regional and Urban Research]

- Prepares comprehensive plans for 15 cities and counties in Chungcheongnam-do
- Understands various strategies for promoting local and regional development as well as urban revitalization development regarding government policy
- Plans sustainable transportation system, considering traffic safety and welfare for promoting the quality of life
- Develops SOC (Social Overhead Capital) and logistic strategies
- Evaluates good city forms for a sustainable future

2

Research introduction

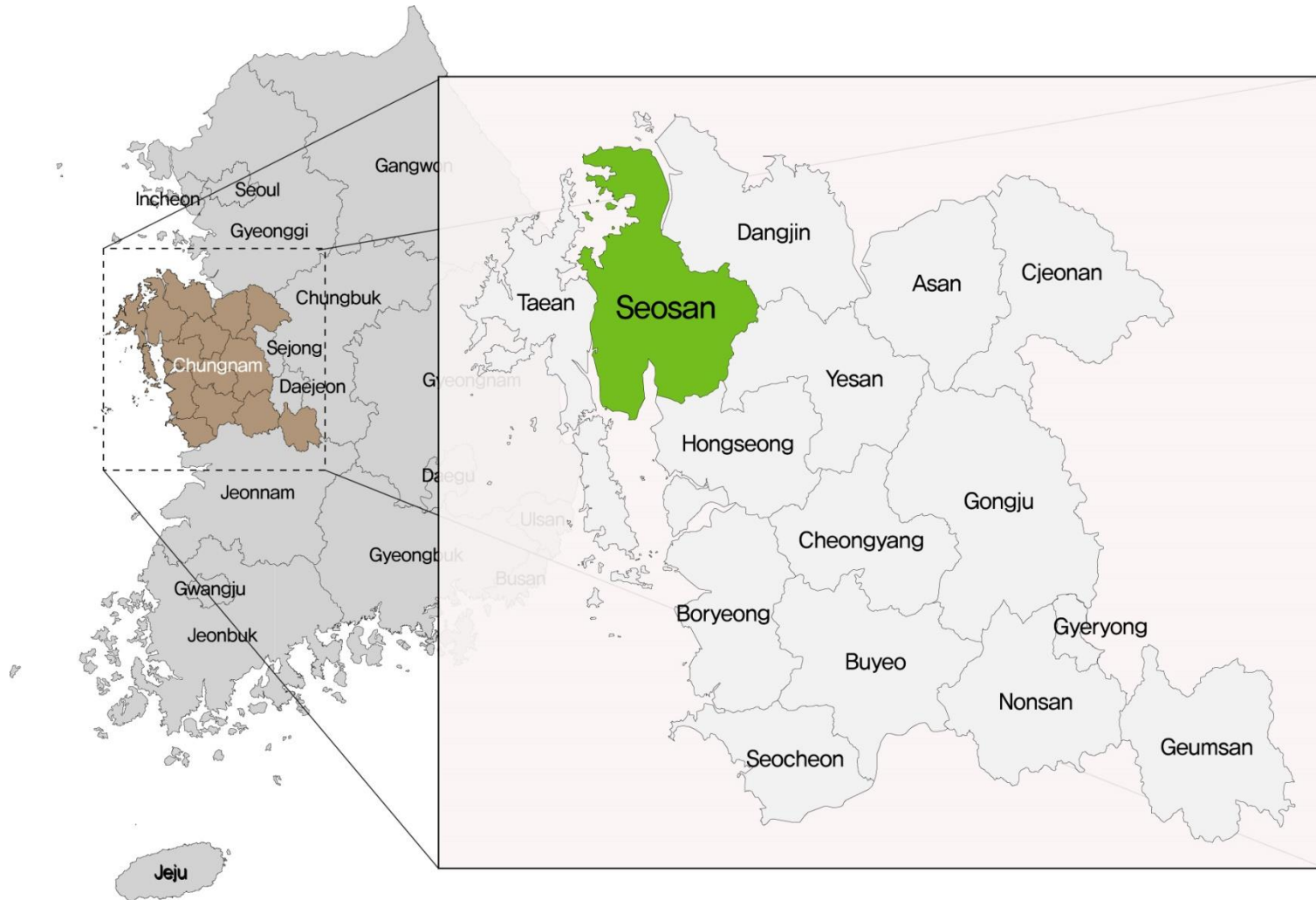
Seosan city introduction

Research aim & scope

The current situation of target area



- The located of Seosan is at the northwestern end of South Chungcheongnamdo, South Korea.
- The population is about 175, 000.
- It is bounded by 125km south of Seoul, 159km northwest of Daejeon and 34km northwest of Naepo New Town.
- This city has great traffic conditions towards the metropolitan area and major cities.



■ Research aim

- Suggestion Systematic management and activation method of a commercial district throughout the construction of vacant space DB
- Suggestion Open streets plan as a methodology commercial district activation in downtown Seosan

■ Research scope

[Spatial scope]

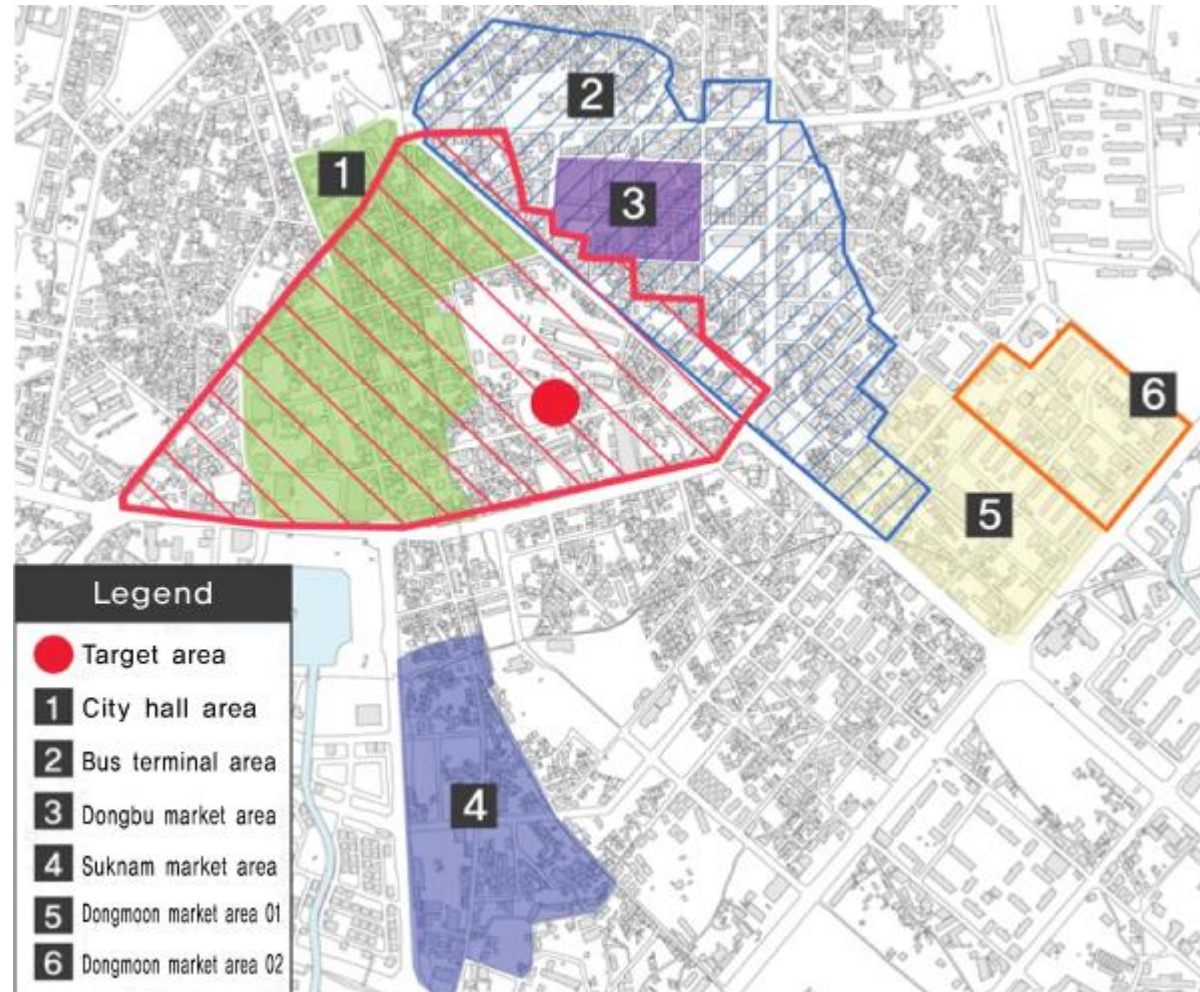
- Target Area : about 481,860m²
- Stores number : about 589

[Contents scope]

- Investigate the actual condition of vacant spaces and propose the activation plan
- Presenting basic directions and finding contents of open street in commercial district
- Suggestion open streets management and operation plan

■ Target peripheral feature

- There are six commercial district areas concentrated around 2km from this target

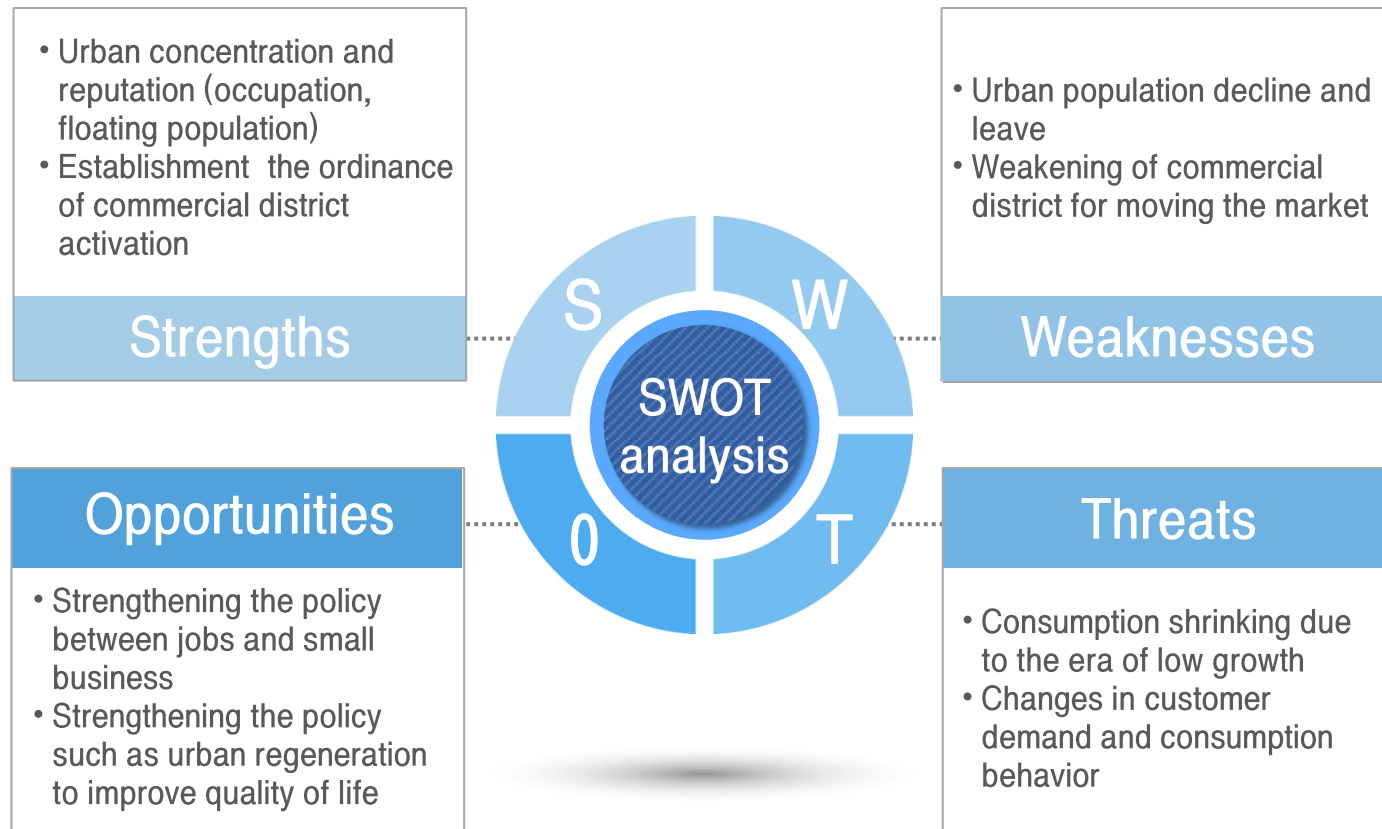


■ The industrial classification of target

- Focused Sales Facility on the road side
- Service Facility concentrated distribution
- Many Housing Functions distribution inside road and Southern area



■ SWOT analysis



3

Activation direction

The concept of Open street

Vision

Contents development

Car Free zone

Need for development car free

- Problems in Development Forms Focused on Automobiles
- Need carbon reduction efforts to prepare for global warming
- **Urban space needed for non-car people**

Car-free policy development

- Declared sustainable development (UN / 1987)
- UN "United Nation's Car Free Day(UNCFD)
: Car-free day trial project(2002) in Australia and Latin America

Expend

Open Streets

[Movement]

- It is judged that the car-free streets that started from the criticism of the problems of automobile traffic started to expand into **"the informal movement of the civilian center"**
- Social movements, urban planning and so on as a result of the broad and informal formation of individuals and organizations. **"emerging network movements"**



[Urban branding]

- Community Activation Program for Health and Safety of Local People
- Utilizing it as a means to improve **"Urban branding"**

[From "Car free zone" to "Open streets" → Method of activation a commercial district]

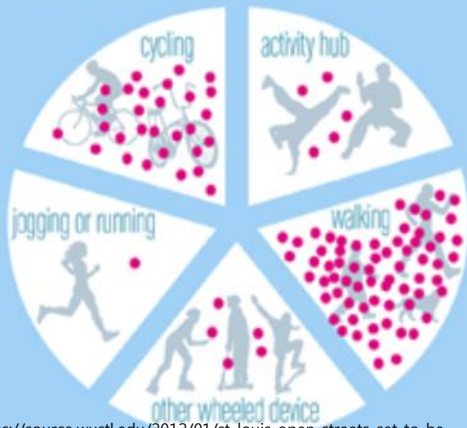
- Open street project

Car Free zone → Car Free Streets → Open Streets

➔ Creating the urban by people-centered

What do people do at Open Streets?

Open Streets participants could place a sticker on a poster we made to tell us what their main activity was:

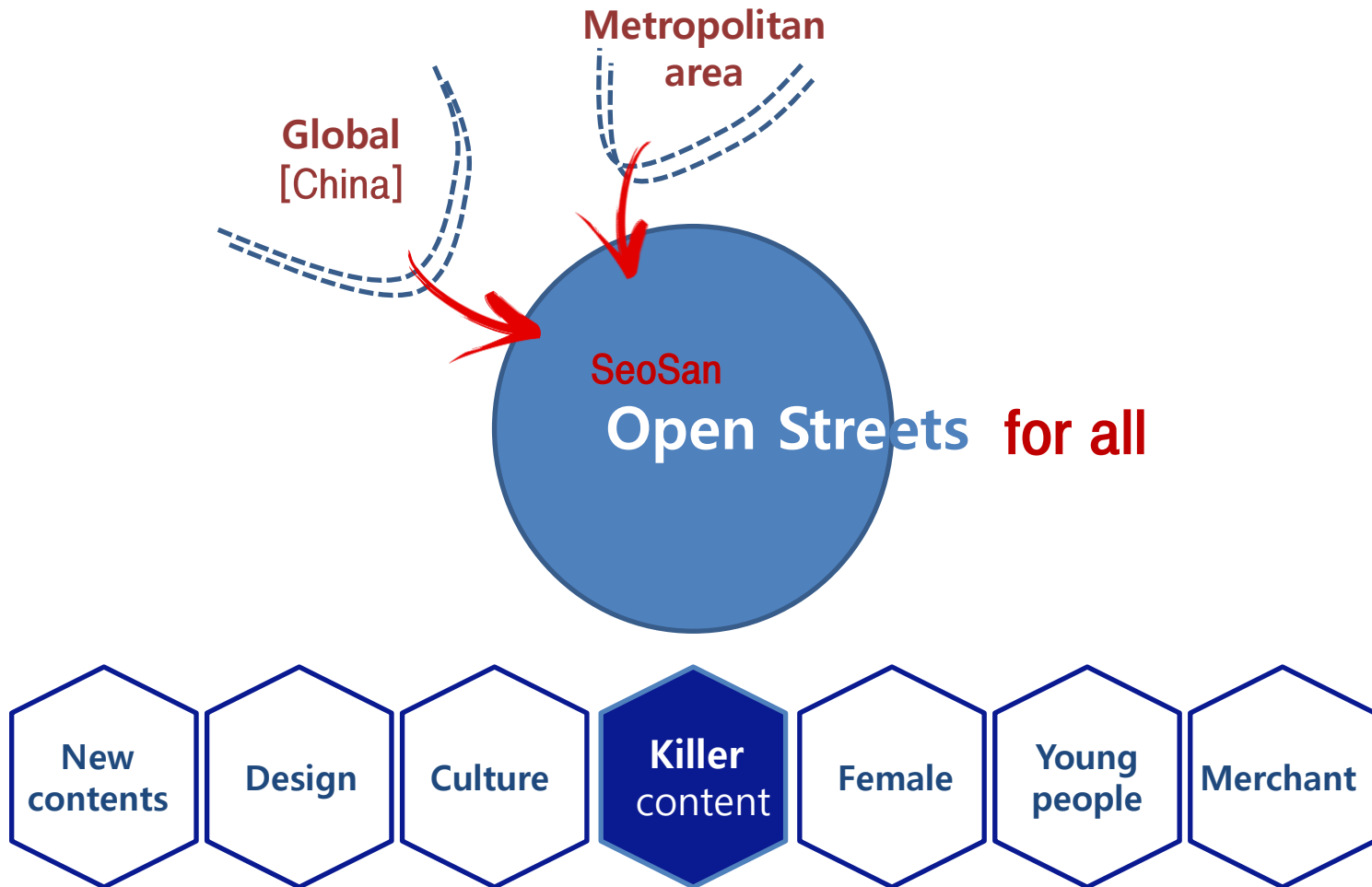


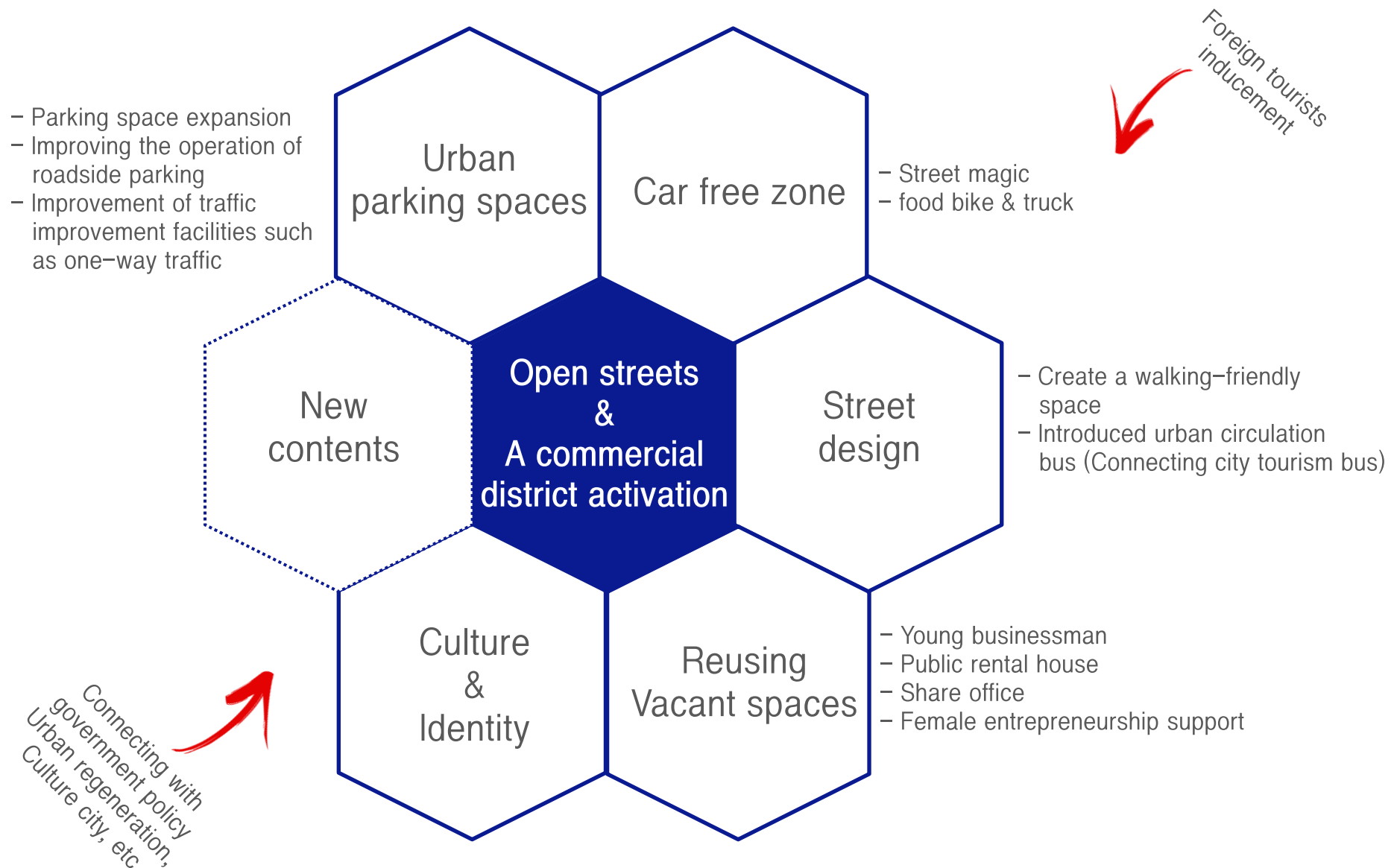
<https://source.wustl.edu/2012/01/st-louis-open-streets-set-to-be->



“SSOS(SeoSan Open Streets) for all”

Open urban commercial district for all in Seosan





4

Action Strategy

A new business items in the contents

Case studies of strengthen urban circular system

Your suggestion

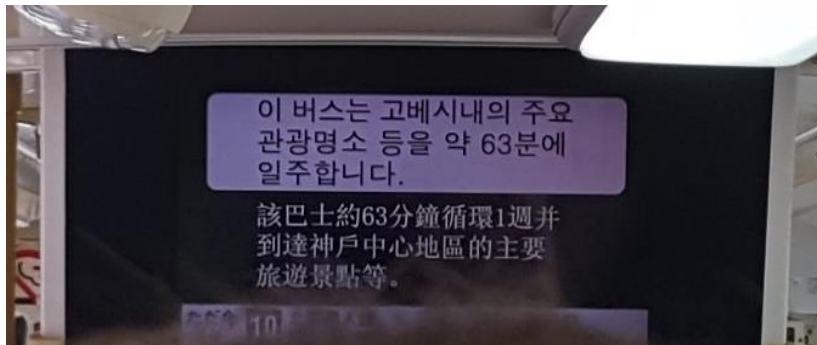
- Contents and business items for Seosan Open streets and activate its commercial district

6 contents & 25 business items

Contents	Developing of business items
Strengthen Urban circular system	Introduced urban circulation bus (Connecting city tourism bus)
	Improve friendly bus stop facility for transportation week person
	Parking space expansion and reorganization
	Real-time parking guidance system construction
	Integrate business plan for people-centered in urban
文有車無 Street	Street magic
	Urban & alley gallery
	Fringe Movement
	Travle House
	Roof-free venue & gallery
	Crack Cinema
Street design	Umbrella sky project
	Making the Photo places in Urban area
	Universal design : walking, running, playing
	Universal design : making friendly stores
Reusing vacant space	Seosan start-up information platform
	Pop-up : establishment space
	Pop-up café
	Pop-up parks
	Community house (Existing merchant & founder)
	Looking for love again
	Youth & female leader support programme
Connecting National policy	Ministry of SMEs and Startups (Existing, New business model, etc)
	Ministry of Land, Transport and Maritime Affairs (Urban regeneration, etc)
	Cultural Heritage Administration (Night walking, etc)

■ Introduced urban circulation bus (Connecting city tourism bus)

- Connection Seosan city tourism bus for foreign tourists
- Present : history, family, industrial tourism, rail tourism + New concept : downtown assets, open streets plan for a commercial district



■ Improve friendly bus stop facility for transportation week person

- Waiting for the bus stop with safety even at night

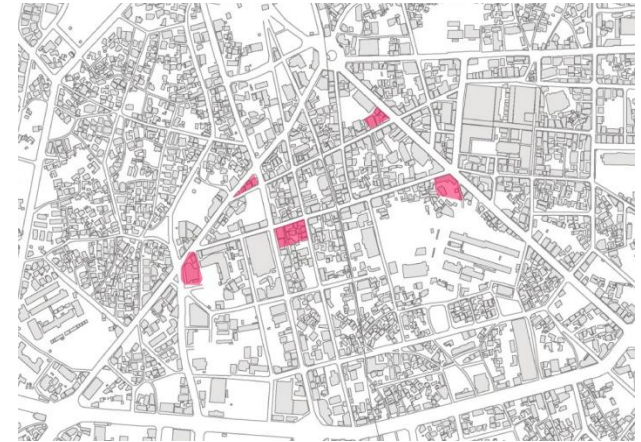


■ Parking space expansion and reorganization

- Need to provide parking convenience when Private car users visit downtown area
(Car free zone in open streets)

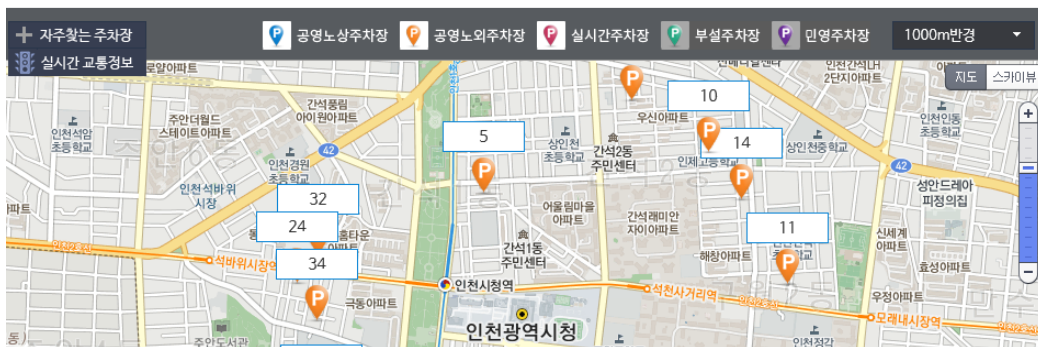
** If the distance between the parking spaces and the visiting destination is far,
the using rate of parking spaces are be declined*

(50m: 72.8%, 100m: 53.0%, 200m: 25.2% 300m: 13.1%)



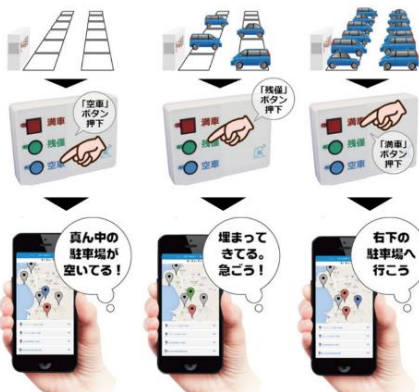
Real-time parking guidance system construction

인천광역시 미추홀 주차정보안내시스템



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ル) リアルタイム位置...

■ Integrate business plan for people-centered in urban

- Aim : Strengthening mobility in the city center by securing safe and comfortable walking space for all
- Main projects (the case study of Fukuoka)
 - Step improvement
 - Improved unevenness in pedestrians
 - Gentle relaxation
 - Permeable packing
 - Removal of obstacles such as a telephone pole
 - Strengthening the footpath
 - Installation of induction block for blind people



**Could you tell us
what are your opinions for development of this project, please?**

**Could you recommend anywhere, regard to this project
and we can visit, in Hiroshima, please?**

-
-
-

Anything else ?

Thank you