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Seoul Housing & Communities Corporation in Seoul

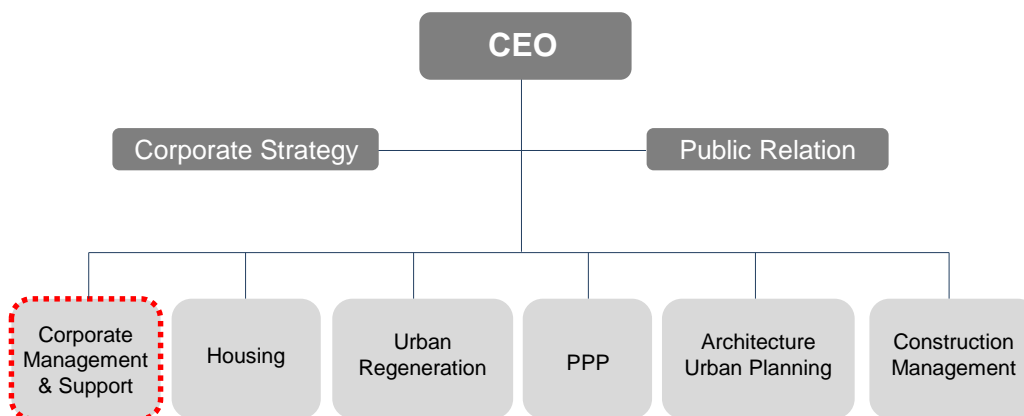


Introduction of SH

- Established in **1989** by



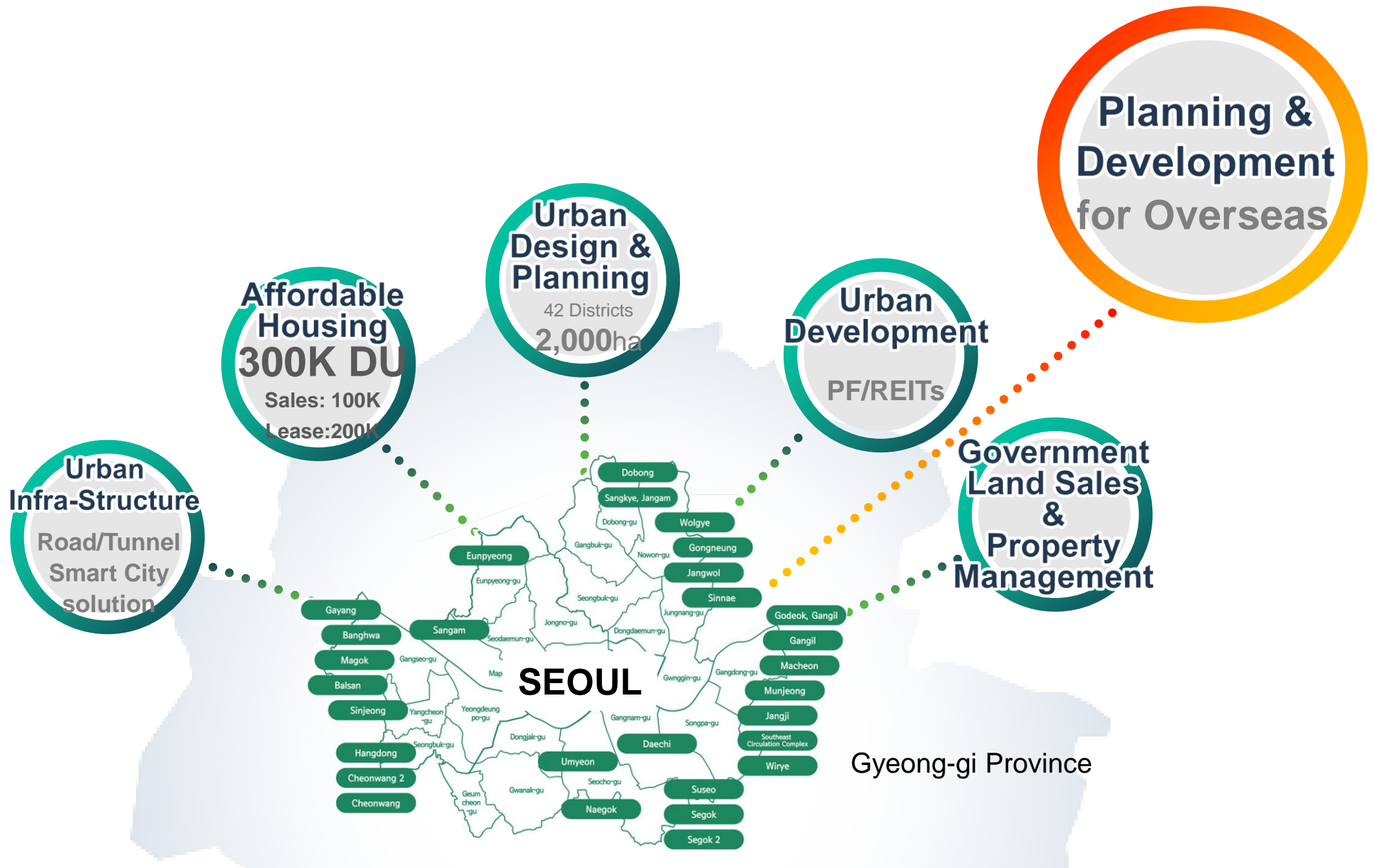
- Vision : Smart Public Corp. for Citizens
- Asset : US\$ 22 billion ('18)
- Budget : US\$ 5 billion ('19)
- Organization & Personnel
[7HQ 6Office 2Insti. 26Div. 87Dept. 13Centre, 1,400 employees]



- Global Urban Development Office (GUDO)
(Exporting planning & expertise in urbanization of Seoul)



Public Developer from Seoul City to World



Professional Experts in SH

- ✓ Full management of the entire cycle of the development project with more than 400 professional experts



Housing Projects by SH



Jungreung Affordable Housing

894-22 Jungreun-dong Sungbuk-gu, Seoul



Overview

- **Site Area : 5,620m²**
- **Gross Area: 9,409m²(above 6,068m²)**
- **Floor: B2F~4F**
- **# of Unit: 166**
- **Unit Size: 19 m², 22 m², 26 m², 36 m²**
- **Status : under construction (2017.12~2019.12)**
- **Provision condition: Lease (20yrs)**
- **Compensation & Resettlement**
 - Householder: ownership of a unit less than 50 sqm at Godeok-Gangil apartment + compensation of the building/land
 - Tenant: re-moving in right of residence of Jungreun affordable housing after the completion

Character

- **New housing complex after the demolition of the obsolete and critical apartment buildings**
 - Safety classification of the existing buildings(4 buildings(5F), 140 households) was D&E (E is the most dangerous level)
- **Small size housing targeting mainly for students, newly married couple, seniors**
- **Community facilities** (café, day care center, multi-purpose hall, coin laundry room, etc.)

Status

Under construction



Bird's Eye View



Existing Building View

Jungreung Affordable Housing story

894-22 Jungreun-dong Sungbuk-gu, Seoul



Project

Background + Equity

Affordable Housing (Lease)

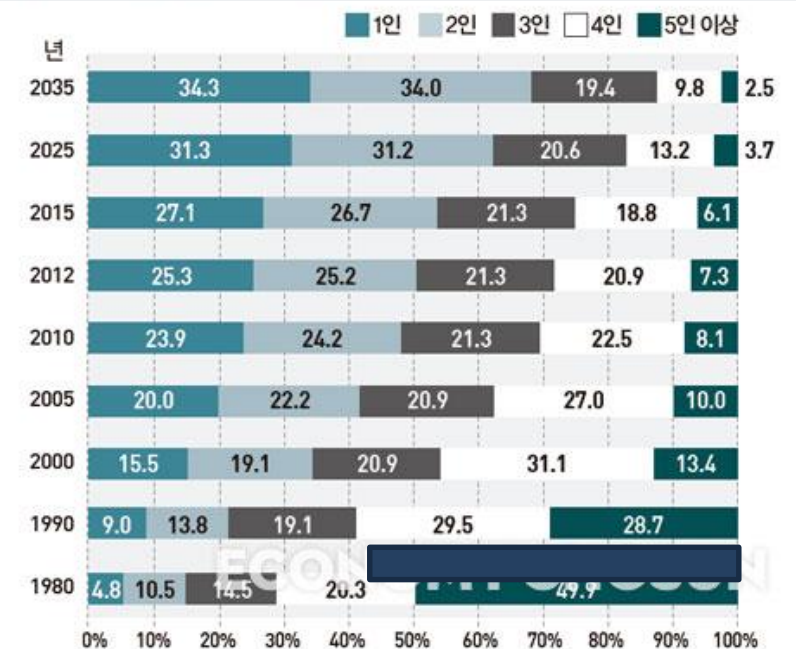


1. Designated by the District Government as Disaster Dangerous Facilities and Ordered Evacuation to Residents of five B/D in 2008 and only one B/D demolished in 2009)
- unprofitable development (the five buildings were)
2. The request from Seong-buk District local Government (one of 25 Districts in Seoul) and SMG to SH in 2016
3. Lack of funds (US \$ 7m) : supported by SMG + SH own fund
4. Needs for Economic Vitalization by attracting young people and for Policy Response with the surge of 1 or 2 persons household (youngsters 108, newly-weds 25, seniors 33, total 166 units)

As of Sep.2019, Statistics from Gov.



Transition in the number of household ratio



Jungreung Affordable Housing story

894-22 Jungreun-dong Sungbuk-gu, Seoul



Project

Lessons & Introductions

Affordable Housing (Lease)

- ① The policy application for social change (Demographic Trend of increasing 1 or 2 persons household)
- ② New Introduction of Tailored Design for Youth & Newly Married Couple (Mass → Customization Targeting)
- more space, more storage and more community zone

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

STRATEGY 1. Space
One Pyeong more

“Add a Space of One Pyeong”

Youth
Developing planning with options according to lifestyle

Newlyweds
Developing flexible floor plans According to family life cycle

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

One Pyeong more in Youth House

20㎡ 1BAY Young nomad type Ready to live!

29㎡ 1BAY Young & Life type Rest and Leisure

29㎡ 2BAY Social Dining Type Pleasant Social Gathering

One Pyeong more!

One Pyeong more!

One Pyeong more!

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

One Pyeong more in Newlyweds House

39㎡ 2BAY Self-development type newlyweds

49㎡ 2BAY Family plan type 2-3 family members

55㎡ 3BAY Raising Children type 3-4 family members

One Pyeong more!

One Pyeong more!

One Pyeong more!

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

OneStep Storage

TOP Sute-case

MIDDLE Postal Delivery

BOTTOM Leisure appliances, Stroller, Bike etc

504

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

Youth

SMART LOUNGE

RELAX ZONE

LAUNDRY ZONE Alone or Together

REPAIR ZONE

SMART BAR

Design
CheongSinho Housing
- 3 Major Concepts

One Pyeong One Room One Step SH

Newlyweds

PLAY ZONE

FAMILY LIBRARY

FAMILY ZONE For the whole Family

PARTY ZONE

SMART POCKET

Eunpyeong New Town



Overview

- **Site Area : 350ha**
- **Floor: 4F~20F (average 15F)**
- **# of Unit: 17K DU (Sales:10K ,Lease 7K)**
- **Status : 100% completion (2003~2011)**

Goal

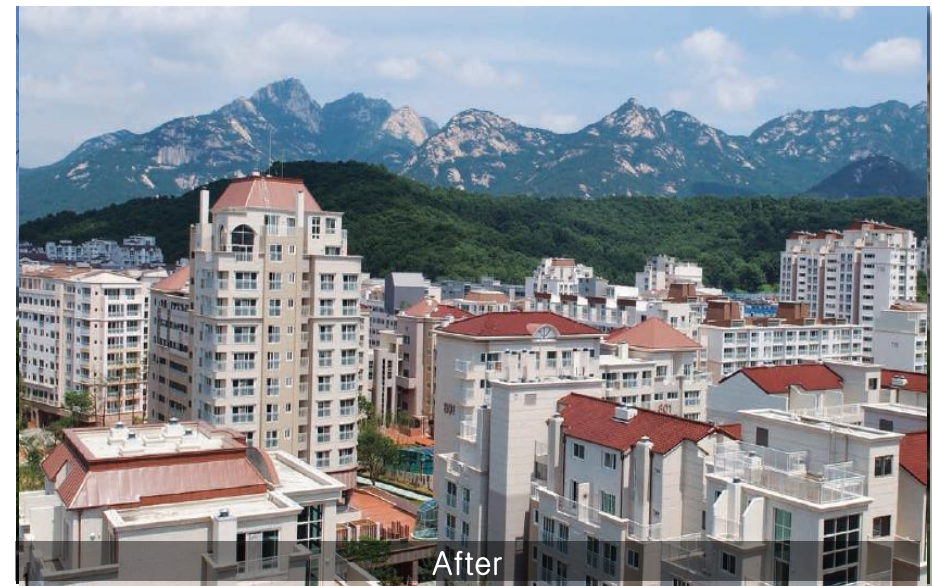
- **To provide eco-friendly housing at northern part of Seoul and balanced development btw northern and southern part of Seoul**

Character

- **U-City (1st Generation of Smart City)**
- **Integrated Control Center to improve the quality of life**
- **Brown field Development**

Management & operation

SH Corporation



Eunpyeong New Town story

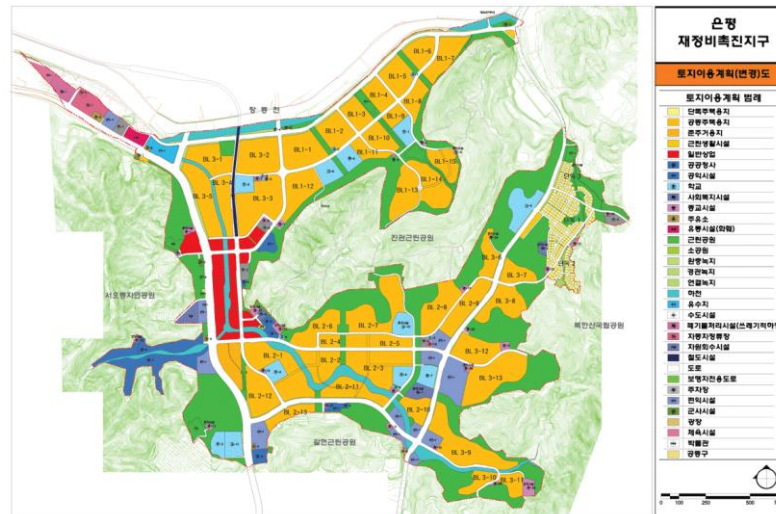
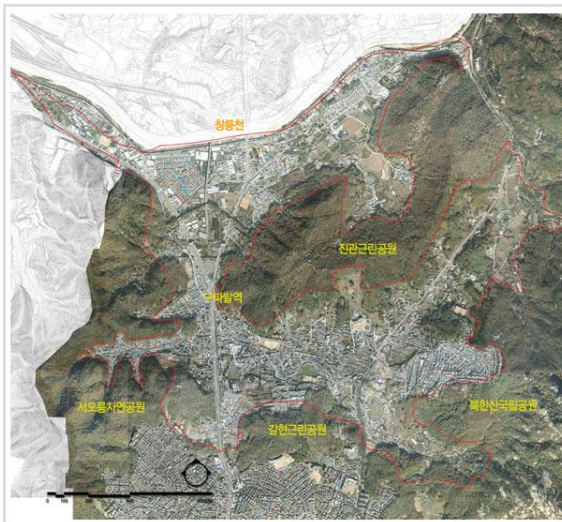


Project

LIG to HIG
Housing
(Sale & Lease)

Background+ + Environment

1. Designated by the Central Government as a limited development zone in 1971
- the previous land use : limited development zone, green belt zone,
Military Establishments On Reservation
2. Before Development, the status of the site
- 25,100 population / 8,721 household
- 4,230 buildings
3. to provide housing with good quality in northern part of Seoul for balanced regional development to reduce the gap between Gang-nam and Gang-buk regions
4. To develop the site harmonized with natural surroundings and green networks



Eunpyeong New Town story



Project

Lessons & Introductions

LIG to HIG
Housing
(Sale & Lease)

1. The first generation Smart City (U-City) → Lack of Integration with smart services
2. More walkability & harmonization with natural surroundings
 - European residential community concept / 30 % of the site area as green spaces and networks [restoration of small streams and installation of ecological pathway]
3. Small, middle and to large size housing with good education, commercial and medical facilities

Smart City in Korea

 Seoul Housing & Communities Corporation

	U-City (1 st Generation)	Smart City
Driven by	Central government / Local development corporation (top down)	3P (top down + bottom up)
Basic Concept	Separated ICT system (no sharing data)	System for systems (platform based data sharing for seamless network)
Target (solution)	Monitoring or giving information (e.g. CCTVs, BIS, Message board)	Resolve urban issues (alleviate traffic jam by traffic system)
Field	Transportation information, Crime response or monitoring	+ Environment, administration, education, employment, etc.



Magok Smart City and Housing

Overview

- Area : 367ha
- Status : 80% completion (2007~current)
- Housing : 12K DU (Sales:6K ,Lease 6K)

Goal

- Convergence of Smart Technology and Industry
- Aiming for Sustainable District

Character

- Expansion area of 4th Industrial Revolution
 - Public facility for supporting industry
 - Industry 4.0 investment & incubation
- Land Acquisition



Magok Smart City and Housing story

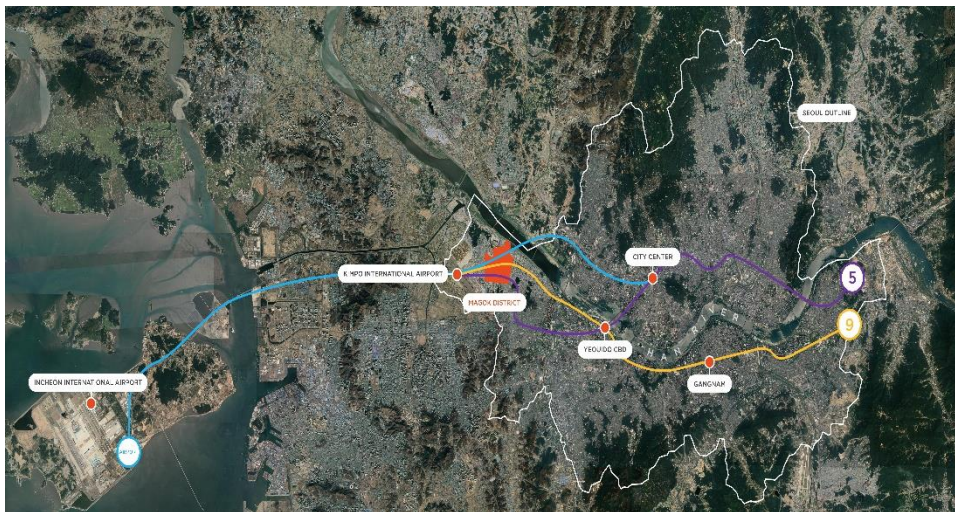


Project

Housing with
Mixed-use
[Industrial,
Commercial &
Green space]
(Smart City)

Background + Economy

1. Originally reserved for the 2002 Korea-Japan World-cup Stadium before the Sangam District
2. Before Magok, most of SH projects were residential developments
3. development purpose
 - gateway city of Northeast Asia
 - knowledge industry innovation city
 - futuristic green city



Magok Smart City and Housing



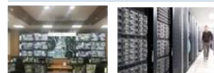
Project

Lessons & Introductions

Housing with
Mixed-use
[Industrial,
Commercial &
Green space]
(Smart City)

- ① Improvement of Integrated System from U-City to Smart City
- ② Creating Jobs, aiming to the Self-Sufficient City (Beyond Bed Town)
 - 12K Units Resident / 100K Employees / 4M Visitors to Seoul Botanic Park

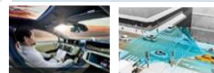
Integrated Command Center



Smart Streetlight



autonomous vehicles



Smart Cooling system



Solar Energy Street



Smart Mobility



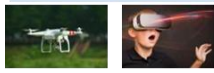
Smart Wastebin



Reduction of fine dust



Drone, AR/VR



quality management



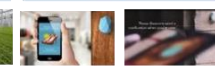
Smart Car park



Smart Farm



Smart Beacons info.



Sinkhole surveillance



If you need our assistance or support in...

- ☑ Consultancy, trainings (capacity building)
- ☑ Urban Infrastructure for smart technological solutions
- ☑ Housing, Urban Development or Smart City Master Plan
- ☑ Efficient and effective housing or urban public entity establishment





Thank You