

Seoullo  
SINCE 2017

# Opening of Seoullo 7017

Bringing People Together in Seoul! Connecting People!



# Seoullo 7017 Project

## We started the project like this



# In 1970, the Seoul Station Overpass was born to lead the industrialization of Seoul



## Safety Grade D to dismantle the Seoul Station Overpass

- 2006. 12 Precision safety diagnosed as **grade D**
- 2008. 05 **An alternative bridge** constructed linking to North District of Seoul Station
- 2009. 12 The demolition of the Seoul Station Overpass initiated along with North District of Seoul Station

### Safety concern related to the overpass presented

- 2014. 01 **Safety concern related to the overpass presented** (floor plate concrete detached)
- 2014. 02 **Early demolition** of the Seoul Station Overpass reviewed



**As the life of Seoul Station Overpass as a road for vehicles was considered to come to an end through two times of safety grade evaluation resulting in grade D and due to the detached floor plate concrete, its demolition began to be considered.**

# Review on how to utilize the Seoul Station Overpass

2014. 03~04 **Structural safety reviewed** regarding the recycling of the Seoul Station Overpass (2 times)

2014. 07~08 **Meetings by experts on design and structure** regarding the recycling of the Seoul Station Overpass (4 times)

2014. 10~12 **Effectiveness Analysis** of the recycling project of Seoul Station Overpass (the Seoul Institute)

※ Alteration of use in bridges in Japan : Hachiman Bridge, Micobata Bridge

## Feasibility study with citizens

2014. 05 The project adopted as a **mayoral election pledge** by Park Won-soon

2014. 07~11 **The project reflected onto the 4-year plan** for Seoul by the Park Won-soon administration, which is the 6th administration of the Seoul Metropolitan government elected by public vote (Operated the Advisory Committee for Municipal Affairs)



**Reusing the overpass as a pedestrian road rather than demolishing it Feasibility study on reusing the Seoul Station Overpass was performed.**

# Suggestion of the reusing method for the Seoul Station Overpass!

Announcement of an initial plan for the reusing of the Seoul Station Overpass

세계일보

## “고가위 거닐며 바라본 서울, 감회가 새롭네요”

서울역 고가 보행사에 새장

14년 만에 주말 나들이객 북적  
회원역 - 안국동 11km서 가장 한사

김종도 기자 jkdo@seoul.com

“최고의 재건축 도를 걸어보니, 처음 드  
심고 선광산이’ 일제 돌리볼 수 있어  
관객이 시켜네요.”

“그날 저녁 내내 보행사들에게 40여  
만에 개장한 서울 경주시 서울역 고가  
주요가’ 일제 돌리볼 수 있어 관  
객이 시켜네요.”



2014년 10월 12일 월요일 01면 주일

국민일보

뉴욕 '하이라인파크' 부럽잖게-

## 서울역 고가에 보행자 녹지공원 만든다

“점차 대신 개발-개발은 안돼”

박용순 시민, 뉴욕 시를 탐방해



뉴욕 하이라인파크의 모습과 서울역 고가 모습

“점차 대신 개발-개발은 안돼” 박용순 시민, 뉴욕 시를 탐방해

박용순 시민, 뉴욕 시를 탐방해

2014년 09월 25일 목요일 01면 사회

Suggestion of the reusing method for the overpass to be demolished and its related article (Visit to High Line Park, Sept., 2014)



# We could revitalize many areas in Seoul by implementing Seoul's pedestrian-friendly policies!

Cheonggyecheon Stream



Seoul Plaza



Yonsei-ro



Seoul Metropolitan Government humbly accepted the citizens' voices  
**on the lack of communication and  
paid visits to meet them!**





# At the beginning, there were worries & concerns

Traffic  
Congestion



Shrinking  
Commercial area



Lack of  
Communication



Merchants blocking the street  
when the mayor's on-site office was operated



Protest against the overpass  
opening event to the public

# Through over 600 meetings & communications

with citizens, we have tried to conduct the Seoul Station  
7017 Project together with them



On-site Visits



Civil Debates



Consultations by Experts

Discussions so far **615**

On-site visits & interviews\_ **203**

Meetings and discussions\_ **158**

Consultations by experts\_ **91**

Additional hearings\_ **163**

# In addition, We have taken the opinions from many experts on various areas

Consultation Meetings with Experts



International Workshop



Citizens Committee



## Consultation Meetings with Experts



**Recovering the symbolic aspect**  
"Restoring the historical aspect of Seoul Station through industrial modernization"



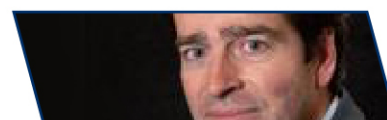
**Pedestrian-centered**  
"Developing a systematic program"

## International workshop



Eva de klerk\_the Netherlands

**Gradual progress**  
"Urban regeneration should be conducted in a gradual manner..."



Erwin Van Der Krabben\_ Public Land Economist of the Netherlands

**Citizens, the main player**  
"Finally, citizens are the main players of urban regeneration"

## Citizens Committee for Seoul Station 7017



"As the project moves forward, the procedures should be **open to the public**, and the authority should keep **communicating with citizens**"

We have come up with **mutual cooperation strategies** of directly connecting Namdaemun Market and its surrounding buildings

남대문시장 발전 및 상생 협력을 위한

서울시-남대문시장 상인회 간

서울역고가~주변 빌딩,  
연결통로 설치 양해각서(MOU) 체결



- 2015. 6. 24** MOU was signed for expanding Namdaemun Market into a global market
- 2015. 8. 20** Mutual cooperation strategy was agreed upon for the development of Namdaemun Market
- 2015. 8. 21** MOU was signed to install a bridge connecting Namdaemun Market with its surrounding buildings

There were some concerns and objections, but the local residents showed **their support and encouragement** to revitalize the Seoul Station area through urban regeneration

**Cheongpa-dong (Seogye-dong)**

Development plan such as strengthening of tourism function specialized for Seogye-dong as a place located at the back side of Seoul Station shall be prepared

**Merchants of Namdaemun Market**

We don't oppose the project to create the overpass park itself, but we need active support for the development of the market

**Hoehyeon-dong**

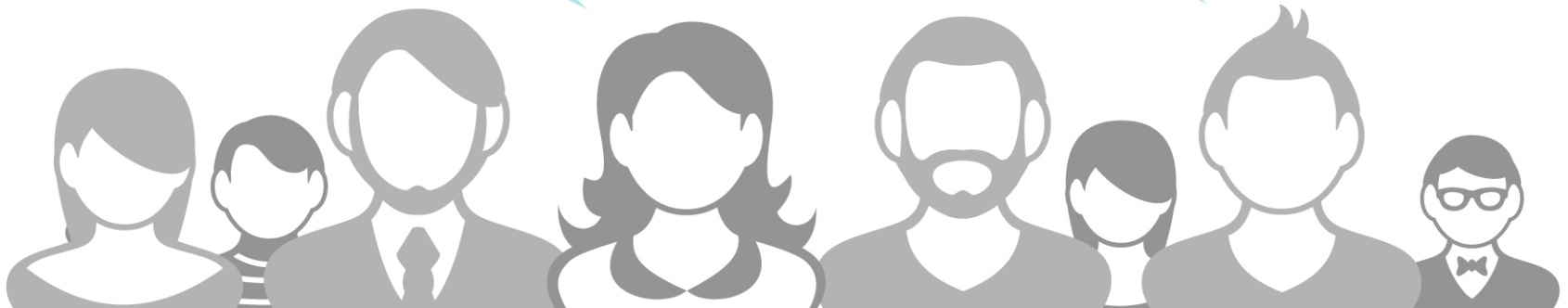
We expect an increase of visitors to Myeong-dong and Namsan Mountain

**Workers in sewing & handmade shoes industries**

We think it is necessary to implement aggressive support measures for the development of regional industries

**Jungnim-dong**

If the garbage truck garages change into parks, the surrounding environment will become more pleasant



# Winning design in the International Design Competition

The design of Winy Mass, a Dutch architect, was selected. The prize-winner suggested “shaping the Seoul Station Overpass with trees and connecting it with the surrounding areas”



# Biography of Winy Maas

the winning designer in the International Design Competition



## Winy Maas MVRDV, the Netherlands

**2004** Received Amsterdam Art Prize

**2003** Received Mies van der Rohe Award

**2002** Received NAI Prize 2002

**2000** Received Fritz Schumacher Prize

**1991** Majored in Urban Design and Architecture at Delft University of Technology

**1984** Majored in Landscape Architecture at the RHSTL Boskoop

Market Hall in Rotterdam (2014) Presqu'île de Caen Redevelopment (2013)

Glass Farm (2013)

Hongqiao Airport Central Business District (2013)

Maquinnext (2012)

Book Mountain (2012)

Grand Paris (2010)

Silodam (2003)

Bjørvika Barcode (2003)

Villa VPRO (1997)



**Bjørvika Barcode**\_ Oslo, Norway (2003)



**Maquinnext**\_ Barcelona, Spain (2012)



**Market Hall**\_ Rotterdam, the Netherlands (2014)

An aerial photograph of the Seoul Station Overpass pedestrian road, showing a wide, modern walkway with trees, benches, and people walking. The image is overlaid with a semi-transparent green filter. The text is centered over the image, enclosed in large white brackets.

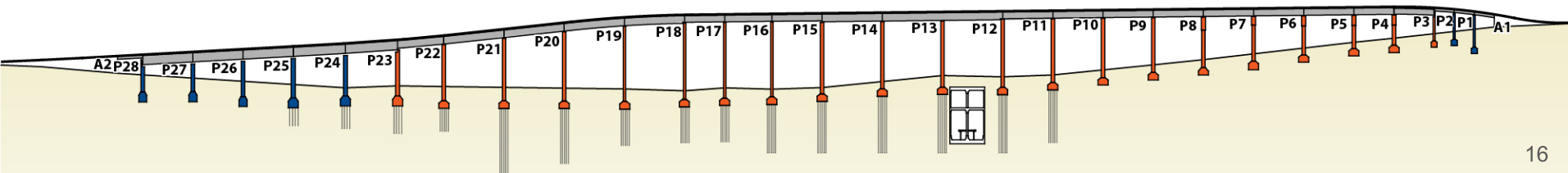
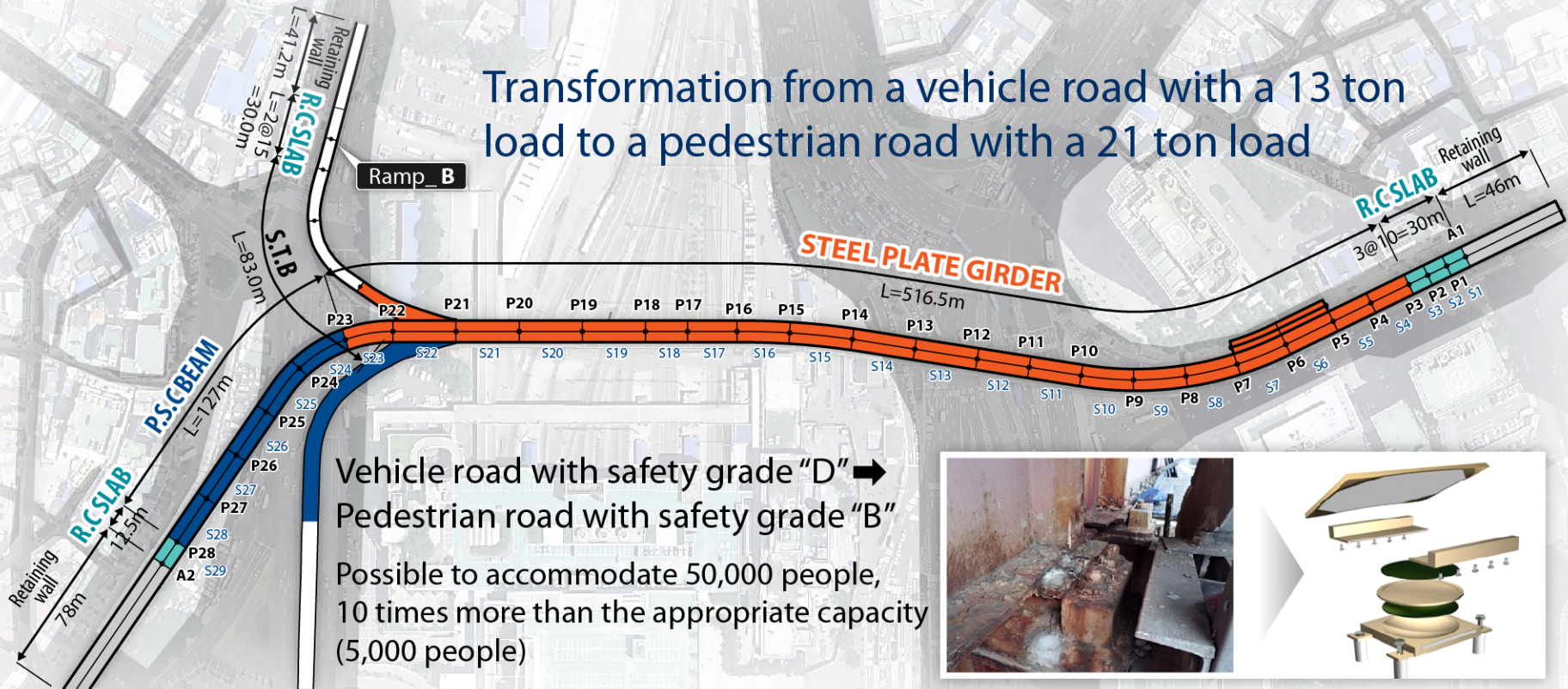
The Seoul Station Overpass was  
reborn as a safe Seoulo  
Pedestrian Road



# We constructed the Seoul Station Overpass as a safe pedestrian bridge in the 1st grade of earthquake proofing

Through repair and reinforcement including replacement of all floor plates and bridge bearings, its rigidity and durability have been increased.

Transformation from a vehicle road with a 13 ton load to a pedestrian road with a 21 ton load

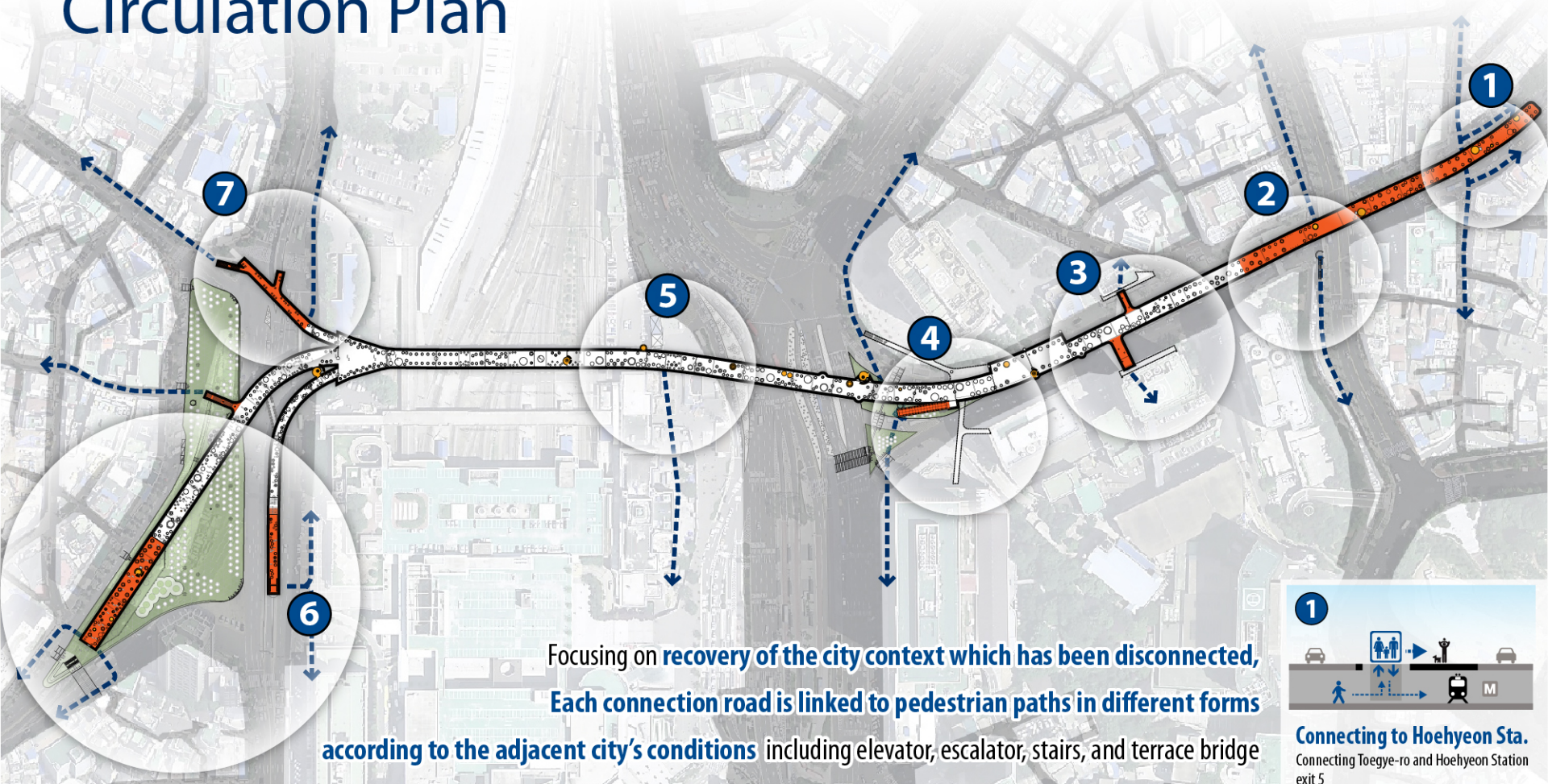


# 24 hour safety management system was also set up

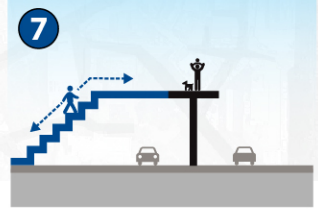
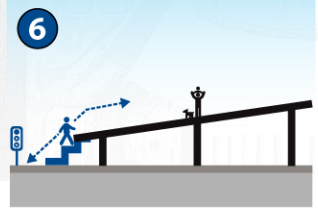
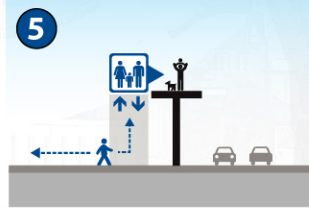
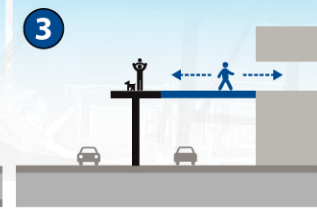
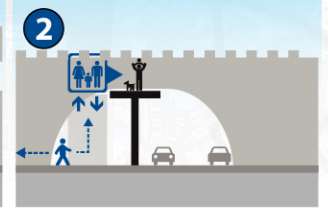
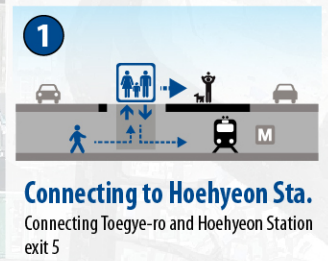
Through **50** CCTV and **37** emergency alarms, the Seoulo Management Office can monitor the road all the time



# Circulation Plan



Focusing on **recovery of the city context which has been disconnected**,  
**Each connection road is linked to pedestrian paths in different forms**  
**according to the adjacent city's conditions** including elevator, escalator, stairs, and terrace bridge



# An illustrated plant book

In Seoulo, which is like a living illustrated plant book, you can enjoy various flowers and trees

**Selecting trees that can grow in Seoul and in artificial ground**

The list of plant species is arranged in Korean alphabetical order according to the species name.  
(50 families, 228 species and 24,085 trees)

Labels on the map include:

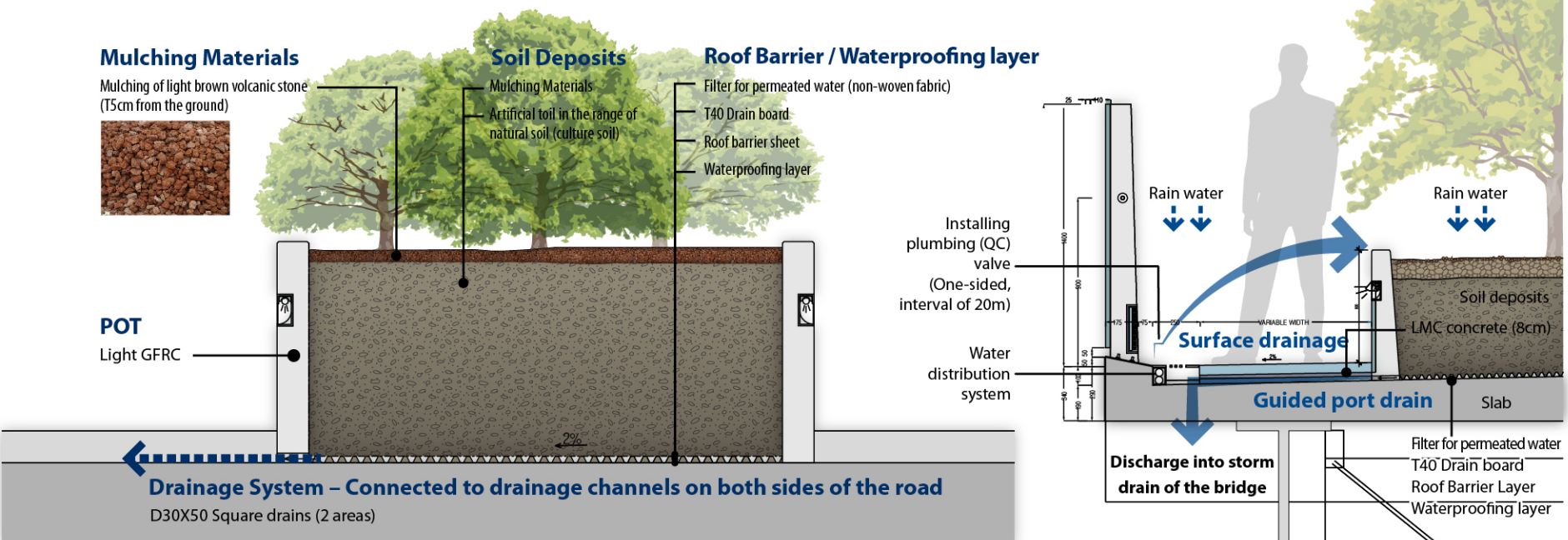
- 조록나무과\_히어리
- 인동과\_백당나무
- 아욱과\_무궁화
- 범의귀과\_나무수국
- 느릅나무과\_느티나무
- 가지과\_구기자나무
- 죽백나무과\_서양죽백나무
- 작약과\_모란
- 소나무과\_반송
- 백합과\_참나리
- 매죽나무과\_매죽나무
- 감탕나무과\_낙상홍
- 총총나무과\_산딸나무
- 콩과\_자귀나무
- 장미과\_장미조지베스트
- 보리수나무과\_보리수나무
- 목련과\_백목련
- 단풍나무과\_단풍나무
- 계수나무과\_계수나무
- 회양목과\_회양목
- 진달래과\_진달래
- 장미과\_모과나무
- 장미과\_왕벚나무
- 벼과\_억새
- 목련과\_목련별건
- 국화과\_구절초
- 물푸레나무과\_수수꽃다리
- 낙우송과\_메타세쿼이아

# The optimal environments were created considering the growth characteristics of the relevant plan

Installation of 645 pots of 66 types considering the growth characteristics of the relevant plant  
 Creation of optimized growing environment using automatic irrigation and guided drainage

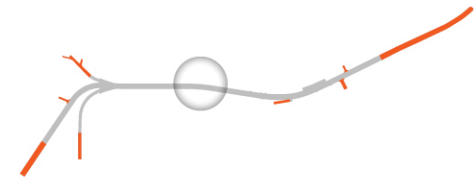
## Composition of optimized green system for artificial ground

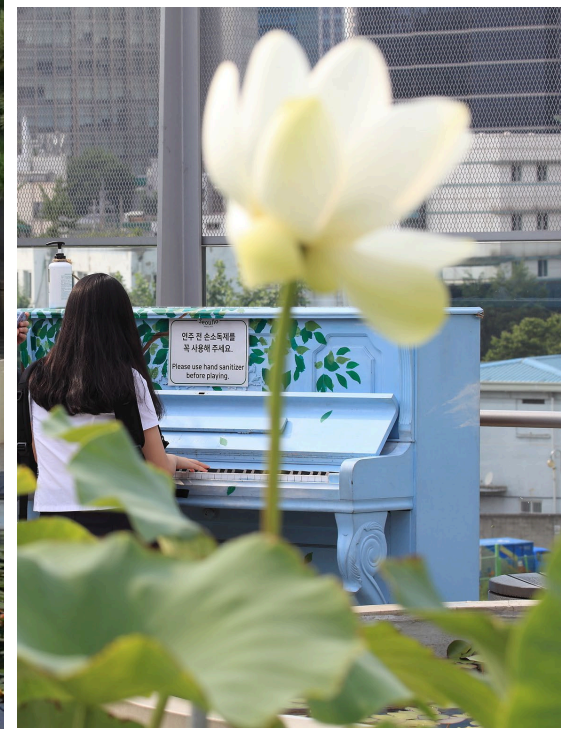
- Soil depth : Arbor 90cm. Large shrub 60cm. Small shrub, Herbaceous flowers 40cm (Soil depth for landscape architecture criteria)
- Soil : Optimal soil on the basis of the growth condition
- Drainage layer : Adjusting and supplying soil moisture with a drainage board harvesting rain water





# 5 Seoul Station Plaza









You can enjoy colorful night views of Seoul







2 “Yunseul”, a public art work in the shape of an open-air theater, installed in the Malli-dong Plaza



\* Yunseul: A pure Korean word meaning the ripples shining in sunlight or moonlight



Seoullo has various things  
to see, to enjoy and to eat



# Shall we walk together? Seoullo 7017

Facility Operation Hours : 11:00-18:30 (Closed every Monday)

**Sohn Kee-chung's soles copperplate**



**Seoullo Garden Center (Traveler Terminal)**

The hub of "Well-made Seoul" and the starting point of Seoul's urban travel



**Garden Learning Center**

Experience base space operated by Green Walkers(volunteers)



**Peeping pot**

**Malli-dong Direction**

**Seoul Station over pass Direction of token**

**Rose Stage**



**Chungjeongno Station Direction**

Elevators connected to Cheongpa-ro

**Malli-dong Square**

Elevators connected to Malli-dong Square

**Seoullo Operations Center**

**Seoul station (Western) Direction**



**YunSeul**

The pure Korean word 'shiny ripples' in the sunlight or moonlight. A cultural space and public sculptures that can rest and perform small-scale performances, such as meditation

**Seoullo Gallery**

An exhibition hall that embodies the past, present and future of Seoullo 7017 as art



Elevators connected to Seoul Station Square

**Seoul Future Heritage Section**



**Bangbang (trampoline) Playground**



**Hydrangea Observatory**

A shelter where you can see the view while drinking coffee and flower tea



Escalator  
Elevators connected to Toegyero Traffic Island

**Peeping pot**



**Pebble foot pool**



**Magnolia Promotion Hall**

Open exhibition space of Seoullo7017 with various exhibitions



**Magnolia Stage**



Hotel Manu <Seoulista>

Yonsei Severance Foundation building

Metro Tower

Daewoo Foundation Building <Seoullo Terrace>

**Seoullo Cultural Center (Traveler's library)**

Social salons that share cultural diversity and chat with books



Seoul Square

Namdaemun Church

Namdaemun Police Station

**Seoullo Shop**

Selling souvenirs and household goods containing Seoullo 7017



Walk with me on the Seoullo 7017



**Peeping pot**



**Seoullo Information Center**

What if you are curious about Seoullo 7017? Information center provides Seoul guidebooks, maps, etc...

**Myeong-dong direction**

Elevators connected to Hoehyeon Station

Elevators connected to Hanyangdoseong-gil

Web [Seoullo Homepage](http://www.seoullo7017.co.kr)  
[www.seoullo7017.co.kr](http://www.seoullo7017.co.kr)

TEL Operation Center  
☎ 02-313-7017

SNS Seoullo Official SNS  
Instagram [seoullo7017walk](#)  
Facebook [seoullo7017walk](#)  
Youtube [seoullo7017](#)

1 4  
Seoul Station line No. 1, 4  
공항 경의선  
Airport / Gyeongui Line

BUS  
Seoul Station Bus Transfer Center

Seoul Station

Sungnyemun(Gate)

Namdaemun Market

# ① Cultural Content Facilities \_ Experience and Play Facilities



Rose Stage

Operating programs for performance experience



Ivy Theater

Regular performance of puppet shows



Magnolia Stage

Operating culture and play programs



Seoullo Exhibition Hall

Exhibition of art works of Naver Cultural Foundation



Garden Classroom

Space for garden information and experience



Trampoline Playground

Children's playground with trampolines



Natural Rest Place in the Air

Resting facilities using water, sand, leaves, etc.





Seoulllo is transforming  
into spaces of  
citizen participation.

서울역 고가의 새 이름, '세울로'  
Seoulllo  
SINCE 7017

# There was a constant stream of visitors to Seoulo in the past 100 days

**1** The number of visitors: **33,151,176 people**  
(as of **June 30<sup>th</sup>, 2021.**      days since its opening)

**2** Running 404 citizen participation programs,  
(420,300 participants as of August 31, 2017)

- Running summer festival "Seoulo Go"(waterside excursion, cool film festival, July 21~30)
- Opening Rose of Sharon Festival(exhibition, experience program etc. 60,000 people participated, August 12-15)
- The 100 Days Festival celebrating the opening of Seoulo 7017  
(puppet show, exhibition on Miniature paintings etc. August 26-September 1)



# Nature has returned to Seoulo in the past 100 days

**1** 228 types of plant over 24, 000 flowers, trees endured heat and heavy rain, Survival rate of 93~97%

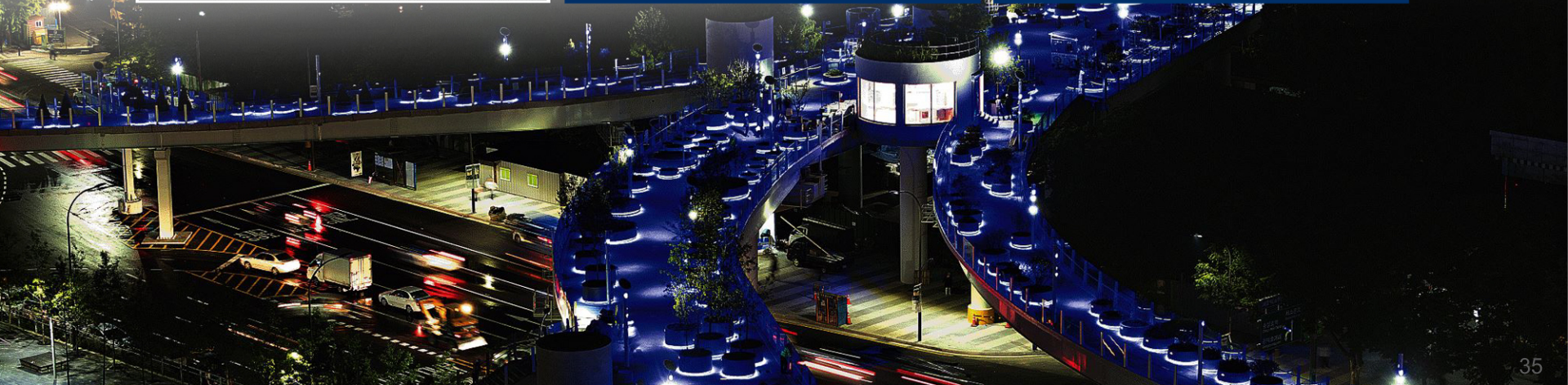
- Flowering 142 types of plant such as pinks, balloonflowers, crápe myrtles etc.
- Welcoming fall with fruit-bearing 56 types of plant such as jujubes, quinces etc.
- Observation of snails, bees, dragonflies, brown-eared bulbuls etc.



# Seoullo has become a tourist attraction in the past 100 days

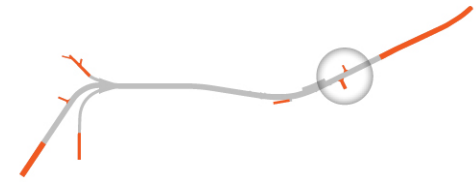
## 1 Spotlighting one of the most popular area on hot summer night

- Shooting US CNN documentary, Japanese drama "I'm sorry I love you", KBS <1 night and 2days>, <Superman is back>, SBS <Running Man> as well as 40 domestic and overseas commercials, dramas, travel programs

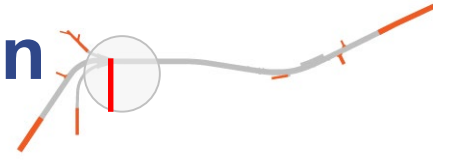


The vitality initiated by  
Seoullo will spread to the  
surrounding areas

### 3 Connecting to surrounding buildings



# Connecting to Lotte Mart - Seoul Station



# Expected Effects

People



Commercial Area



New green areas are created



The number of walking people increases /  
The surrounding commercial areas make a new leap forward /  
New green areas are created.





# Increase of pedestrians through improving pedestrian environment



Waiting for signal

**3** times



Crossing crosswalks

**6** times



Maximum shortened time

**14** minutes

\* Based on walking speed of 4-6km per hour  
(cf. General walking speed is around 4km per hour.)

**Overpass** 869m 11min

Walking on ground while crossing 6 crosswalks

**Underground** 1,195m 25min

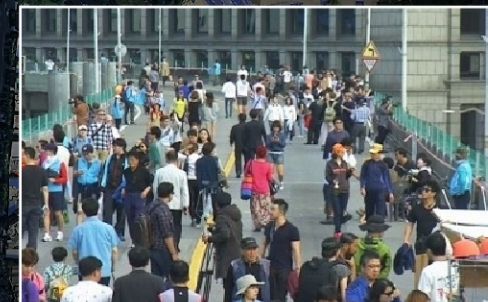
**Ground** 1,190m 20min



Increasing convenience of vulnerable user



Ensuring children's walking safety

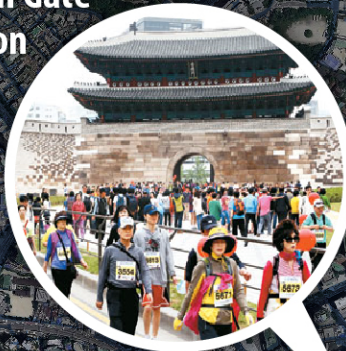


Providing a fast and convenient walking environment

## Expected Effects 2

# Revitalization of the surrounding commercial area due to the increased foot traffic

Developing Sungnyemun Gate  
as a tourist attraction



Activating Myeong-dong  
shopping area



Activating Malli-dong streets  
specialized in culture and tourism



Activating  
Namdaemun Market



Various events  
at the Seoul Station Plaza

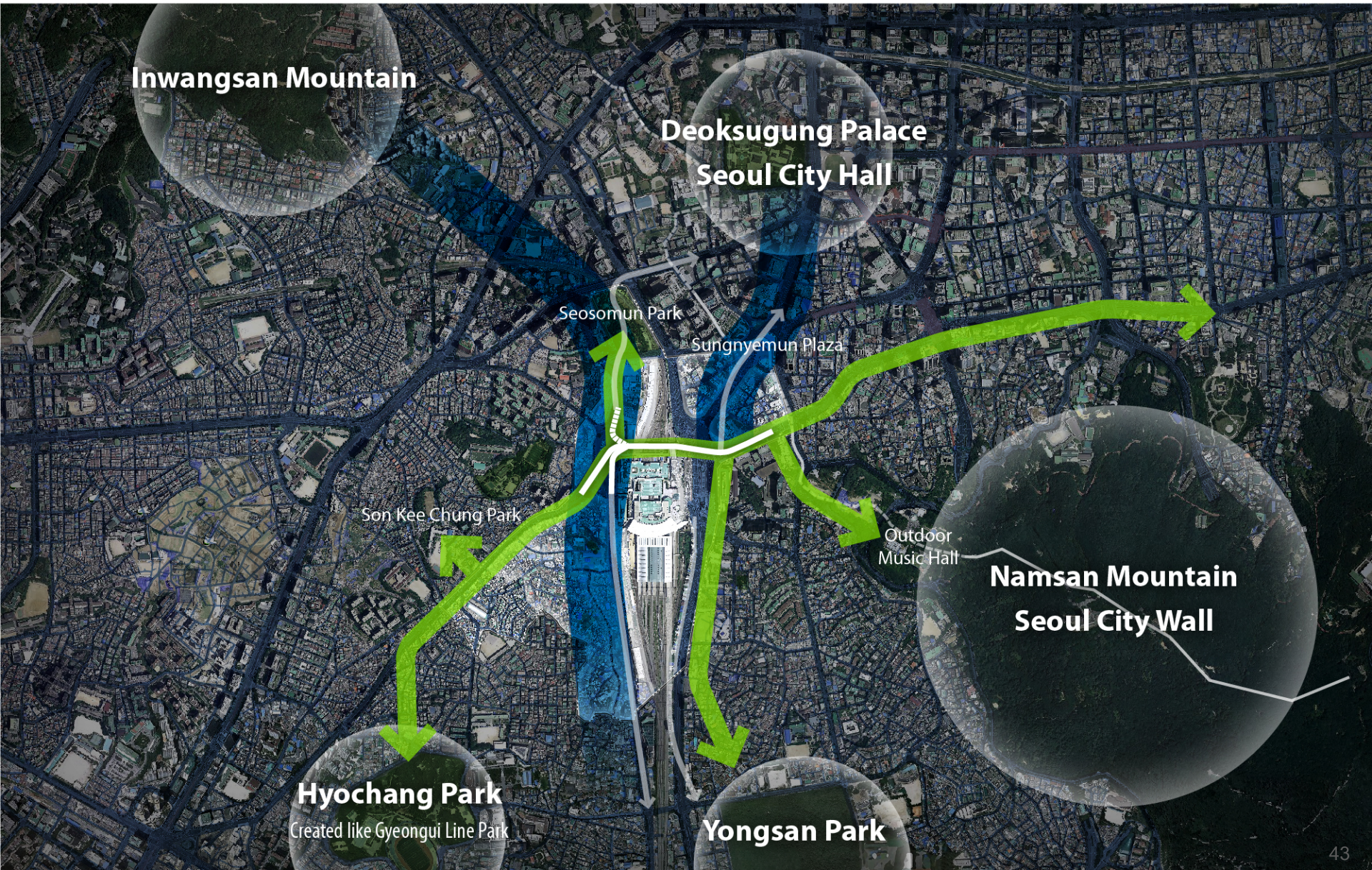
Expected increase in sales volume  
by district due to  
increased numbers of pedestrian

**102 ~ 123%**

\* Source : Space Syntax Korea from Sejong University



# Establishing green areas connecting the nearby parks



Based on communication with citizens, we will create a big picture of **Seoul-style urban regeneration!**





Seoulo  
SINCE 2017

# Thank you

Opening of Seoulo 2017

Bringing People Together in Seoul! Connecting People!

