

CONFERENCE PAPER

NZAAR-UDCP-16-52 ICUDCP 2016

A Comparative Analysis of Period Determinants in Newtown Project and Housing Redevelopment Project of Seoul

Yongjoo Seo, Song Seo Young*, Yun Young Kun, Hong-Kyu Kim

Department of Urban Planning & Engineering, The Graduate School, Yonsei University, Seoul, South Korea

* Correspondence: ssy9066@naver.com

PUBLISHED IN

The First NZAAR International Event Series on Natural and Built Environment, Cities, Sustainability and Advanced Engineering
International Conference on Urban Design and Cities Planning (ICUDCP 2016)

Pages	152-153 of the volume
Held	26 June 2016, Shangri-La Hotel, Putrajaya, Malaysia
ISSN	2463-5979 (online) 2463-5960 (print)
Publisher	New Zealand Academy of Applied Research Ltd, Auckland

ABSTRACT

The purpose of this study is to compare the features of Newtown project and Housing Reconstruction project carried out by Seoul and analyze the difference of determinants according to the project periods. To compare the factors influencing the project periods of Newtown and Housing Reconstruction, the regression model was used. By reviewing the former studies, the factors to construct the model were selected, and then some other factors appropriate for this study were added to establish the estimation model for project period. According to this study, the plan factors have great influence on the period of Newtown Projects and therefore the policy for systematic development must be established and executed. As the Newtown projects can fill up the insufficient and unbalanced urban infrastructures systematically, the promotion of Newtown Project may be a solution in the old urban core with high land price.

Keywords: Newtown Project; Urban Rearrangement Project; Housing Redevelopment projects; Housing Reconstruction projects; Urban Improvement Promotion

HOW TO CITE

Yongjoo Seo, Song Seo Young, Yun Young Kun and Hong-Kyu Kim (2016). A Comparative Analysis of Period Determinants in Newtown Project and Housing Redevelopment Project of Seoul. In *The First NZAAR International Event Series on Natural and Built Environment, Cities, Sustainability and Advanced Engineering*, Putrajaya, Malaysia, 26 June 2016 (pp. 152-153). Auckland: New Zealand Academy of Applied Research. ISSN 2463-5979 (online), 2463-5960 (print).

A COMPARATIVE ANALYSIS OF PERIOD DETERMINANTS IN NEWTOWN PROJECT AND HOUSING REDEVELOPMENT PROJECT OF SEOUL

Yongjoo Seo, Song Seo Young*, Yun Young Kun & Hong-Kyu Kim

Department of Urban Planning & Engineering, The Graduate School, Yonsei University, Seoul, South Korea

[*ssy9066@naver.com](mailto:ssy9066@naver.com)

www.nzaar.com

Abstract

The purpose of this study is to compare the features of Newtown project and Housing Reconstruction project carried out by Seoul and analyze the difference of determinants according to the project periods. To compare the factors influencing the project periods of Newtown and Housing Reconstruction, the regression model was used. By reviewing the former studies, the factors to construct the model were selected, and then some other factors appropriate for this study were added to establish the estimation model for project period.

According to this study, the plan factors have great influence on the period of Newtown Projects and therefore the policy for systematic development must be established and executed. As the Newtown projects can fill up the insufficient and unbalanced urban infrastructures systematically, the promotion of Newtown Project may be a solution in the old urban core with high land price.

Keywords: *Newtown Project, Urban Rearrangement Project, Housing Redevelopment projects, Housing Reconstruction projects, Urban Improvement Promotion*

1. Introduction

The Newtown Project was a comprehensive development project to secure sufficient urban infra for the appropriate size of life zone. Despite of such positive goals, there have been no sufficient reviews about the mistakes and problems in the first Newtown project. So the 2nd and 3rd Newtown zones are suffering so many problems that some zones could not even organize the promotion committee. In this background, the periods of Newtown projects and Housing redevelopments are getting longer and longer, causing a lot of social and economic problems. Therefore, it is necessary to analyze the determinants for project periods and compare the Newtown and Housing redevelopment projects for finding out their difference. With this, it could give policy deciders the material to determine how to use the determinants efficiently according to project periods.

2. Literature Review

Many studies were made on influential factors of redevelopment project period as preceding researches.

Lee Dogil(2011)[1] analyzed the variables broadly examine the reasons reducing and retarding the project period. The introduction of joint redevelopment type and the establishment of basic plan shortened the project period, and the dual use of permitted floor space index and planned floor space index gave a positive influence to securing the basis facilities. Meanwhile, the mandatory ratio of rental houses and small-size houses retarded the project period.

Oh Munheon(2013)[2] classified Housing Redevelopment Projects into those carried out during the booming days and ones during the slump days of real-estate market to find out the influential factors to the project period during each age. As the result of analysis, the common influential factor in both booming and slump ages was the increment of producer price index.

Meanwhile, the ratio of association members and the increment of producer price index had significant influence on the project period during the booming days, and the district area was significant. Thus, the influential factors were different according to ages.

3. Research Methods

The temporal range was set as October, 2014. The object areas of this study were confined to Newtown Project districts and Housing Redevelopment Project districts. The districts with deficient data or different tendency from general cases were excluded and finally 30 Newtown Project zones and 92 Housing Redevelopment Project districts were chosen as the object areas. To compare the factors influencing the project periods of Newtown and Housing Reconstruction, the regression model was set up. By reviewing the former studies, the factors to construct the model were selected first, and then some other factors appropriate for this study were added to establish the estimation model for project period.

4. Discussion and Conclusion

The results of this study are as follows: First, the project period of Urban Rearrangement turned out to be influenced by situation features, plan features and economy features. And some significant difference was found in the factors between Newtown and Housing Reconstruction projects.

Second, the plan factor was the most influential on the Newtown Project period while the economy factor was the most influential on the Housing Reconstruction project period. It seems because the Newtown project has a clearer policy goal and more thorough planning and reviewing process than the Housing Reconstruction project in planning the infrastructure and project. To resolve the problems in the former housing redevelopment projects that the projects used to be promoted and

stopped repeatedly by the project resident members who pursued the more profits and that the infra structures were improved only in the project areas, the Newtown project was planned. In the respect, it is right and natural for the plan feature to be the most influential in the Newtown Projects.

Third, of the situation features which have been supposed to be influential on the project period based on the experience of former Urban Rearrangement Projects, some factors turned out to be insignificant in this study. This limit may come from the fact that the project period set up in this study is not until the construction completion point but the approval point of management disposition plan.

Presently, Seoul is cancelling the former designation of Newtown zones let along not designating additional Newtown Project zones. The overheated applications to Newtown designation and the reckless promotions of projects without proper evaluations of project effects and problems must have caused this result. According to this study, the plan factors have great influence on the period of Newtown Projects and therefore the policy for systematic development must be established and executed. As the Newtown projects can fill up the insufficient and unbalanced urban infrastructures systematically, the promotion of Newtown Project may be a solution in the old urban core with high land price.

5. References

- [1] Lee Dogil, (2011), A Study on the Influence Factors of Project Period in the Housing Redevelopment Project of Seoul, The University of Seoul.
- [2] Oh Munheon, (2013), A Study on the Influence Factors of the Period of Housing Redevelopment Projects of Seoul by Changed Housing Market, The University of Seoul.