

Sustainable Transportation and Improving the Urban Environment

City of Life, SIHEUNG

OCTOBER 2016



Siheung City



Population 430,460

Foreigners 31,052 (as of September 2016)



10,170 Companies

81 Schools (Elementary 38, Middle 22, High 1.6 Univ. 2, Grad School 3)



184,912 Automobiles

Land Mass: 135.8 17 dongs

1,066 Public Officers km² /
(404 residents per officer)



Sihwa National Industrial Complex:

1,097,000 m²

208 Units of Urban-Style Apartments

Who We Are



Siheung City



Our Motto

CITY of LIFE

생활이 하나로 이루어진 신(信)도시
낙차가 아름다운 시흥의 대표 명소

HEALTHY CITY



HEALTHY CITY



Healthy city Siheung that grows together with citizens

- Legislated an ordinance for the basic operation of a healthy city
- Joined the Korea Healthy Cities Partnership (KHCP)
- Received the AFHC Healthy City Development Award
- Appointed as 5th vice-chair of KHCP
- Hosted the 9th KHCP general meeting and conference

Promoting health-centered policies

- Laying the foundations for sustainable health policies
- Building a safety network for a healthy city

Building infrastructure for a Healthy City

- Fostering a healthy urban environment
- Enhancing equity for health welfare

Citizen-driven Healthy City

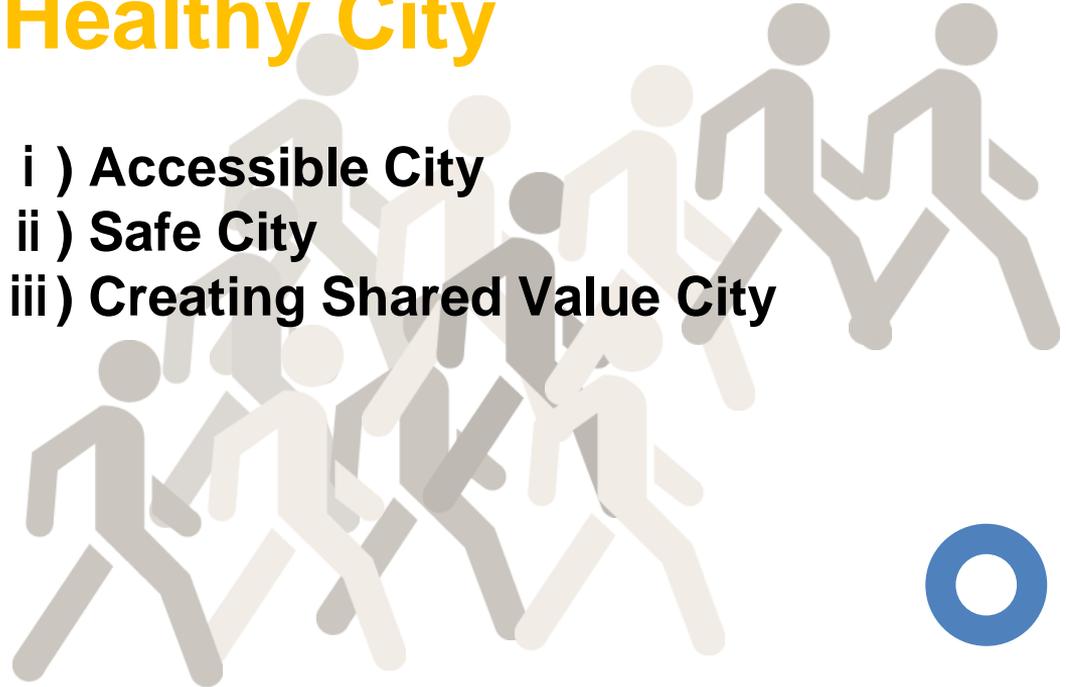
- Citizen-centered governance

A healthy city is not about “**SPEED**”
but “**DIRECTION**”



Healthy City

- i) Accessible City
- ii) Safe City
- iii) Creating Shared Value City



i) Accessible City

ii) Safe City

iii) Creating Shared Value City

A city where pedestrians and bikers come first

[Walkable Siheung]



Oido Tree of Life Outlook



Gaetgol Eco Park



Oido Song of Sunset Outlook

Expanded Infrastructure for Public Transportation and Improved Services

✓ Installation of public transportation transit facilities



Jeongwang Stn. Transit Center

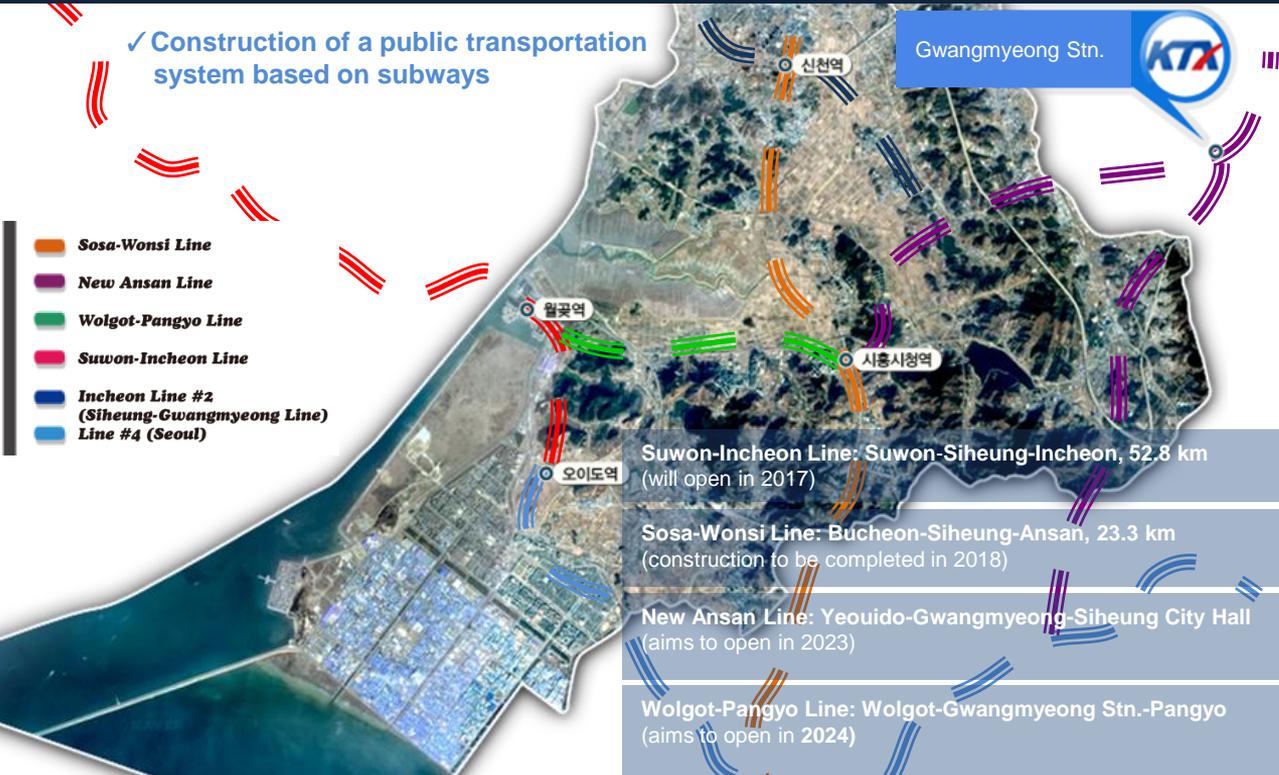


Maehwa-dong Transit Center



Sammi Market Transit Center

✓ Construction of a public transportation system based on subways



i) Accessible City

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Car Sharing / BIS System



Metropolitan BIS



i) Accessible City

Active Use of Bicycles

✓ Laying Bike Roads (Total Length: 161 km)



✓ Operation of Public Bicycle Rental Centers (2 Automatic Rental Centers)

✓ Bicycle Day



ii) Safe City

iii) Creating Shared Value City



Bike Road Map

범례 Legend

- 시흥시흥 Shieung city
- 버스터미널 Bus terminal
- 산 Mountain
- 공원 park
- 테마공원 Theme park
- 문화유적 Historic Site
- 지하철역 Subway Stn.
- 병원 Hospital
- 관광호텔 Hotel



- 자전거대여소 Bike Rental/Service Center
- 자전거선명(14km) Bicycle Line(14km)
- 국가자전거선명(10 km) National Bicycle Line(10 km)
- 계획노선(2019년) Plan Bicycle Line(2019 year)
- 시흥시흥 City Boundary Line
- 개발구역 Development Boundary



Preventing Crime and Upholding Caring for Women

[SAFE SIHEUNG]



Enhancing Pedestrian Safety and Reducing Traffic Accidents



✓ Lower Speed Limit



Residential Areas,
Commercial Store Side Roads



Main Roads

Specialized School Zones

✓ School Zone LOUD Project “Look to your Sides”



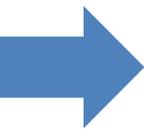
“Traffic Safety Know-How KIT”

2016 시흥시 행동변화유도 디자인 활동
우리아이 교통안전 노하우 키트 전달 및 감사패 증정식

2016. 9. 21. 14:00 시흥시청 다목적홀

시흥시 | 시흥시청 | 공공소통연구소 | 경기남부지방경찰청 | Mercedes-Benz





Drastic fall in the number of deaths per 100,000 caused by traffic accidents

In a short period, Siheung went from a city of **ACCIDENT HAZARD** to a city of **SAFE TRAFFIC**.

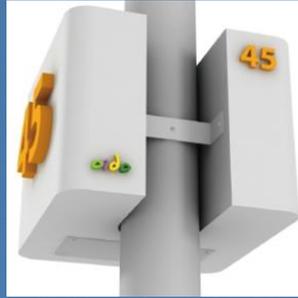
	2013 (people)	2014 (people)	2015 (people)	Annual Fluctuation (%)
ROK	10.14	9.44	9.13	-5.1
Siheung	12.30	9.42	6.05	-29.9

Accidents in Child Safety Zones

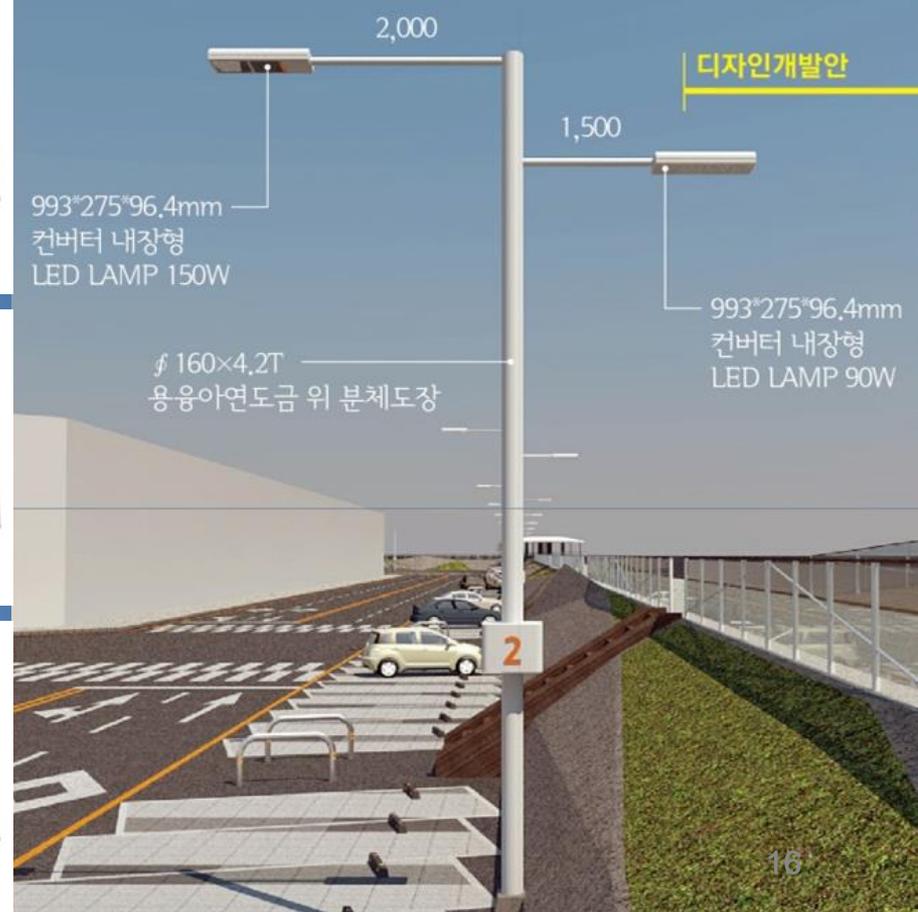
Deaths caused by traffic accidents in child safety zones within the past 7 years

“ZERO”

It's easy to navigate in Oido!



✓ 52 streetlights with navigation systems



CPTED Siheung

Crime Prevention Through Environmental Design
2014~2017

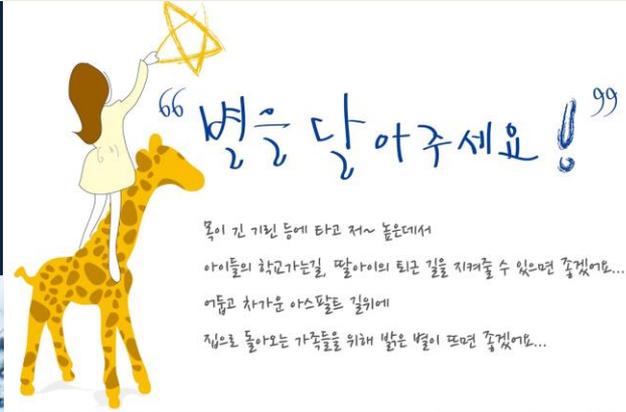
Pleasant Streets

Caring for Women

Yellow Star Safe Village



Yellow Star Road for school zones



School zone full of parked cars



Planting flowers and creating gardens together

LOUD Siheung

Look over Our community Upgrade Daily life 2015~2017

Regulations and Enforcement

A program to induce behavioral changes (mind-up) by bringing up small problems and working together to seek solutions



Greater Possibilities of Flood Damage in Urban Areas			Damage Caused by Counterflow of Rainwater	
1942 (before urbanization)	heavy rain	2010 (after urbanization)	19 casualties (2011)	20,499 floodings (2012)
42%	evaporate	25%	Source: City of Seoul	
11%	outflow to roads	49%		
47%	surface penetration	26%		

1. Cleaning up loaded items on streets — “Together, let’s make walkable roads.”



2. NO to littering — “Green Gallery”



3. Drain the rainwater collector — “Smile Zone” to prevent littering of cigarette butts



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City of Sustainable Cultural Governance
and Industrial Heritage Regeneration

[Siheung, the realizer of Shared Value]



Cultural Regeneration of Industrial Heritage

✓ 1. Wolgot Art Market “Art Dock”



✓ 2. Siheung Culture Generator “Chang-Gong”



✓ 3. Art & Eco Cube Project



Siheung Smart Hub
(created in the 80s)

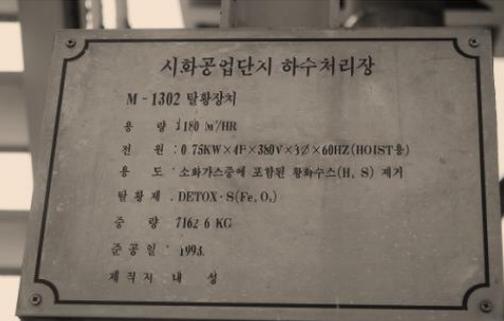
MTV
(under construction)



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Clean Water Park

A community park that reminds us of the past as an industrial sewage treatment facility and promotes the shared value of a mind-set of “good action” for the “future environment of planet Earth”

하수처리장 산업시설로서의 히스토리를 기억
 재할공한 공간에서 “지구의 미래 환경을 생각하는
 이러한 공유가치를 창출하는 커뮤니티 공원

i) Accessible City

ii) Safe City

iii) **Creating Shared Value City**



i) Accessible City

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Community Service Center



新도시 위에 **信** 도시

배곧

Baegot

CASE of SIHEUNG



Open Campus

Open Education





Medical City

Global R & D





Zero City

Eco-Friendly



IFLA

INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

Received the Grand Award for
Excellence in Landscape (IFLA)



Barrier Free City

Caring for Women



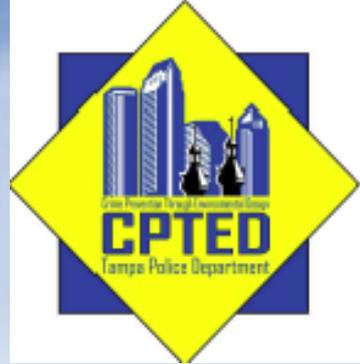
Barrier Free 장애물 없는 생활환경

★★★★ 국민해양부 장관 · 보건복지가족부 장관



U – City

Safe & Future-Oriented





Growing the Future,
City of Life

시공

Thank you!