

Reinventing unused Busan Port space as a leisure destination for citizens



Busan Port **Redevelopment Project:** Creation of a **Waterfront Space** for the Citizens of Busan (2008~2022)

Completion of 1st stage of land reclamation

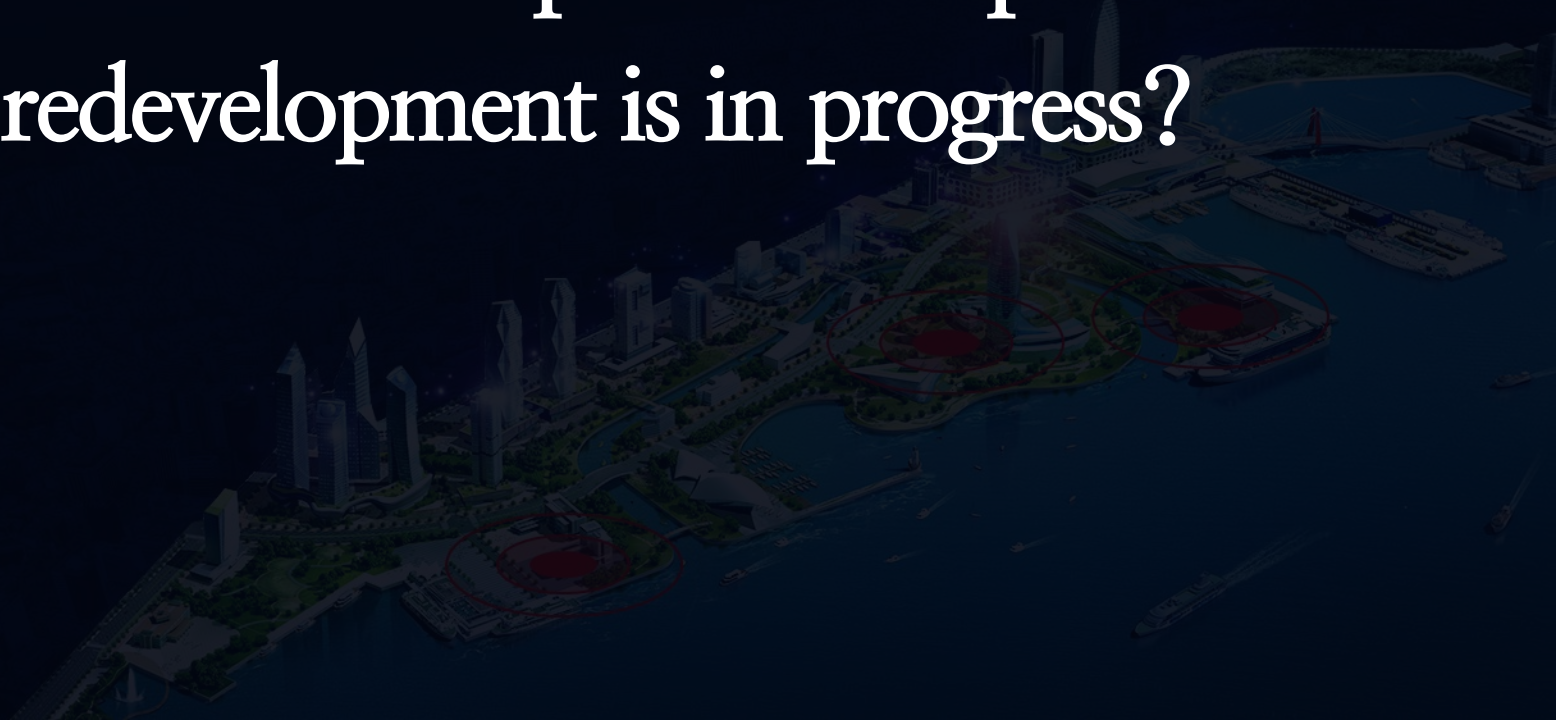
Now utilizing disused space during site development



부산항에 시민 친수공간을 조성하는
북항재개발 사업 추진 중 (2008~2022)

1차 매립지 조성 완료
but 상부시설 구축 전까지 유휴부지 발생

How can we make use of
the unused space while port
redevelopment is in progress?



① Creation of Task Force Group

What kind of space do the citizens want?

North Port Redevelopment Project Advisory Committee
40 experts from public & private sector, academia, civic groups

Citizens' innovation group

12 company CEOs, port union members, college & high school representatives

Creation process
Together
with citizens

③ Development of Online Platform

How can we create social value?

Establishment and management of homepage for citizens' feedback, to encourage commercial innovation and creation of social value

www.valueforbusan.com

② Collection of Ideas

What are some innovative ideas for the space?

Proposals from citizens

47 proposals

Proposals for waterfront space

8 proposals

What are the needs of local citizens?

Fun Space

“We need a space that everyone can enjoy!”

Dongjin Kang, Professor, Busan North Port Redevelopment Project Advisory Committee

Job Creation

“Youth unemployment is high, can the Busan Port Redevelopment Project not help in some way?”

Seokhyeong Kang, Student Representative, Citizens' Innovation

Local Revitalization

“Business is slow. Local commerce needs a boost.”

Jongjin Kim, President, Choryang Traditional Market

MISSION



Establishment of open space



Creation of jobs



Promotion of social value

Reinvention of unused space: swimming pool, campsite, outdoor foot spa



Campsite

Relaxing area from which enjoy the night scenery of Busan Port

Area of 8,900m², 100 person capacity
24 tent spaces,
children's library, play area



Outdoor hot-spring swimming pool

Summer destination for all the family

Area of 7,400m², 2,000 person capacity
11 pools, 5 play areas
food zone, traditional market,
convenience store

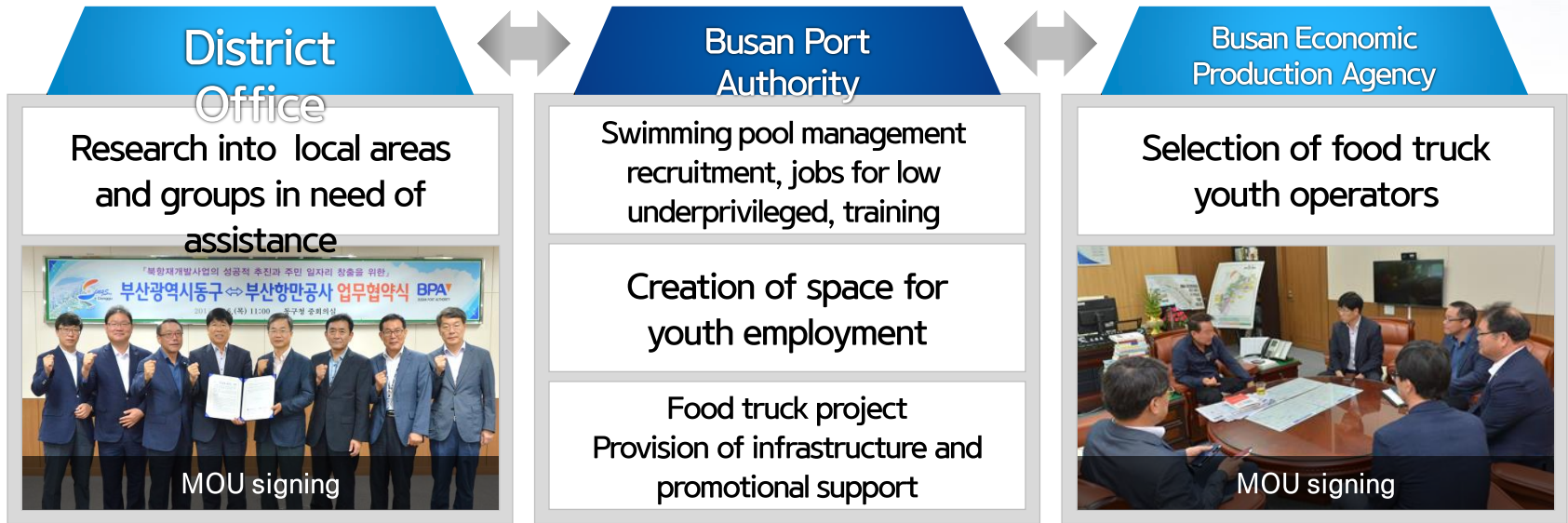


Outdoor hot-spring foot spa

Rest-stop for passenger terminal visitors and the elderly

Area of 226m², 46 person capacity
2 foot spas, acupressure zone,
foot bath

Creation of jobs via co-operative agreements



Jobs for youth and elderly

Creation of 128 jobs!
(Swimming pool management)

10~30% more than minimum wage
→ 'NO' to unfair wages

Youth-run food trucks

Support for 14 youth teams!
(Swimming pool food trucks)

Guarantee stable revenue for participating youth businesses

Low rental fees for food trucks → Affordable food prices
 Increase in customer satisfaction

Food truck rental fee

National average: 100,000 KRW / day



Food prices

Average: 5,000 KRW

Steak	6,000 KRW	Sausage	3,000 KRW
Pizza	5,000 KRW	Coffee	2,500 KRW
Grilled Sushi	5,000 KRW	Soda	500 KRW
		⋮	





Creation of space useable by all

Lowest entry price of all pools in Korea
Variety of discounts available

Swimming pool entry fee

Child / youth / adult	2,000~4,000 KRW
*Visitors with disabilities, low income families, toddlers	Free

Campsite entry fee

1 night / 2 days	20,000 KRW
Day pass	8,000 KRW
*Low-income families, multi-child families	Free
*Busan citizens	30% discount

Foot spa entry fee	Free
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Space for low-income families

Special events for low-income families
Help promote swimming pool as
community space

(Pool) 'Green Umbrella' co-operation agreement
with ChildFund Korea

Event for 3,000 children of low-income families
(‘Sharing Day’ 3,000 guests, ‘Fun-Fun Day’ 20 guests)

(Campsite) Co-operation agreement with BYAC

Event for 150 families with disabled children

Revitalization of Traditional Markets

Collaboration with market merchants sees promotion and sales of local food items at swimming pool

Collaboration with merchants of Choryang Traditional Market

- Merchants of Choryang Traditional Market : Recommendation of outstanding small businesses
- Busan Port Authority : Promotion of local food items within swimming pool



Presentation of 'appreciation plaque' from Choryang Traditional Market



Through mutual collaboration with citizens
Empty space transformed into 'healing space'
expected to attract 190,000 visitors per year

Average rate of satisfaction **90.7**

Job Creation

128 new jobs created

via government bodies & collaborations
(122 youth, 6 elderly)

Support for 14

Youth-run food trucks

Estimated annual sales of 216 million
KRW

**Revitalization of Choryang
Traditional Market**

Market's annual sales: 25백만원

Open Space Creation

Waterfront space visitors estimated at
190,000 annually

65,000 visitors to swimming
pool

14,000 visitors to campsite
110,000 visitors to outdoor
foot spa

- Swimming pool user satisfaction rate 2018: 90.7
- % of repeat visitors: 60%
- % of visitors intending to re-visit : 92%

Social Value Promotion

No. of visitors benefiting from free
entry

25,407 (39%)

Children under 5, visitors with
disabilities, low-income families etc

No. of visitors benefiting
from discounted entry

37,976 (58%)

1,000 KRW discount for citizens of
Busan / half-price entry after 4pm

Events for underprivileged children
3,000 attendees

Busan Port Authority: Creating innovation, together with the citizens of Busan!

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