

# 택티컬 어바니즘 기반의 가로활성화 방안 연구

Street Revitalization based on Tactical Urbanism

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SUMMARY

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## Chapter 1. Introduction

Generally speaking, the Street-based Urbanism understands a street as space where roads, public spaces, and surrounding buildings are integrated. The Street-based Urbanism, then, appreciates a street space as a constituent unit for urban planning and design. Considering the Street-based Urbanism, the global trend of urban design emphasizes the importance of street revitalization in the plans for urban regeneration and livable city making. The political trend for street revitalization also transfers political focuses from vehicle oriented streets to pedestrian oriented environments.

Changes of street spaces and environments induce flexible utilization of the street space, considering above political trend for street revitalization. General urban development and design are less likely to respond to these changes and movements of street spaces and environments due to their rigid and irreversible designing characteristics. Concerning this irreversible and irresponsive limitations of general urban development and design system, urban planning and design provide various suggestions and proposals.

As recent approaches for flexible and responsive streets, other countries apply the

Tactical Urbanism that is characterized as small-scale and temporary treatments such as the Pilot Treatment, Quick Fix to Permanent, and Informal Improvement. This Tactical Urbanism oriented street revitalization approaches are likely to have temporary and small-scale treatments to evaluate the project results/performances and to decide whether the project would be extended and expanded. This type of street revitalization approach is a necessary condition in trend shift from the quantitative growth and large-scale development toward the qualitative improvement and small-scale revitalization.

It is difficult to find, however, for the Tactical Urbanism oriented urban planning/design techniques and practices in Korea. Tactical Urbanism based planning techniques and institutional support plans that are applicable to Korean environments should be studied for flexible utilization of street spaces and for street revitalization. This research aims, therefore, to find Tactical Urbanism oriented planning and designing techniques that can contribute to street revitalization in Korea, proposing institutional implementation plans.

## Chapter 2. Concepts and Characteristics of Tactical Urbanism

The Tactical Urbanism can be understood as a practical urban planning and design theory that has emerged to overcome the limitations of the New Urbanism.

The failure of and reflection on the 20th century modern city planning have raised the New Urbanism. The 20th century modern city planning can be characterized with features such as the recurrence of high-rise and standardization, usage separation based on functionality, the separation between pedestrians and vehicles with roads expansion, and securing open space in the city. These features resulted in the increase of the crime rate, maintenance cost, and traffic volume with urban sprawl. Responding to these limitations of the 20th century modern city planning, the New Urbanism proposed the pedestrian friendliness, mixed-use and diversity, sustainability, and so on. The New Urbanism focused on human scale urban planning and design and restoration of locality.

In the aftermath of the sub-prime mortgage crisis of 2008, the global economic downturn and the social changes such as low economic growth, low birth rate, and aging have led to the urban regeneration to revitalize the declining city rather than

planning and developing new areas. An existing rational comprehensive plan is less likely to work in this condition due to the dramatic changes in the political, economic, and social systems we expected to last forever. We have experienced the malfunction of the rational comprehensive plan in the collapse of the Berlin Wall, bankruptcy of transnational corporations, and uncertainty of human civilization by natural disasters such as climate change, earthquake, and tsunami.

In order to respond to above changes timely and properly, the Tactical Urbanism proposes to start with temporary and small-scale urban treatments so to look for the long-term growth potential of urban areas. This feature of the Tactical Urbanism can be a wonderful solution for modern cities that experience the transformation of the social structure, the pressure to reduce the financial expenditure, transfer the planning authority to the community, and participation of local residents and various stakeholders.

Because of the temporary and small-scale urban projects characteristics, the Tactical Urbanism is sometimes referred to as the Guerilla Urbanism, Pop-up Urbanism, and Trial-and-Error Urbanism. Because a project plan is realized by users, it is also referred to as DIY Urbanism, Spontaneous Urbanism, and Ad-hoc Urbanism. When an unauthorized plan is implemented, the Tactical Urbanism is called as Informal Urbanism.

The Tactical Urbanism refers to a method of verifying the effects of urban design in advance through temporary design and application before establishing a long-term policy plan. The Tactical Urbanism can be understood as an approach to explore the potential of the space through temporary and small-scale changes and, then, to discuss the direction of sustainable urban planning. The Tactical Urbanism is a method of leading to long-term change by short-term application, being collectively referred to as an urban theory that is mainly applied to small urban space units such as a street, a block, and a building.

The Tactical Urbanism is based on various types of urban design. If the existing urban design has worked within a long-term planning framework, the Tactical Urbanism approaches can be assessed through interim tests and, if the evaluation is favorable, can be transferred to a permanent urban design. In this sense, the Tactical Urbanism can be understood as a preliminary work of urban design.

### Chapter 3. Overseas Case Study of Tactical Urbanism

This research investigated the Tactical Urbanism oriented street revitalization cases of the United States, Japan, and the United Kingdom. This research found that the Tactical Urbanism has branded globally in the United States and that the Street Plans Collaborative is working on tactical approaches in New York, San Francisco, and Miami. In particular, the New York City Department of Transportation pursues various Tactical Urbanism oriented street revitalization initiatives based on local communities' participation. In the case of Japan, the Ministry of Land, Infrastructure, Transport, and Tourism conducts experimental projects, evaluating the performance to look for the possibility of street revitalization initiatives prior to the implementation of major road policy. In the case of the United Kingdom, the central government required spatial planning in local communities to prepare the foundation for the small-scale urban improvement projects that would be led by local governments and local residents. In particular, various small-scale street revitalization projects were promoted in London, featuring the Tactical Urbanism such as a step-by-step approach and rapid application. In spite of differences in the street environment and background of above cases, this research found that above overseas cases represented a common type of Tactical Urbanism oriented street revitalization techniques and project initiatives.

The types of overseas cases were categorized by the target space of the Tactical Urbanism oriented treatments shown in each case. First of all, techniques and initiatives were examined whether the measures were implemented in existing pedestrian space or in the traffic space. When the treatments were introduced in the pedestrian space, cases were divided into the type of idle space utilization and the type of commercial space activation according to whether or not commercial facilities were considered in each case. In the case of the treatments introduced in the traffic space, cases were divided into the type of car-free street, the type of square and park, the type of pedestrian and bicycle road according to the type of road space conversion.

Implications of above overseas Tactical Urbanism oriented street revitalization cases are as follows: ① Establishment of public/private governance through the street revitalization projects that focus on community problems and that are promoted by the public offering; ② Effective phased project implementation through a dedicated organization; and ③ Immediate response to local community problems through simplified procedures.

#### Chapter 4. Domestic Case Study of Tactical Urbanism

This research investigated and examined domestic cases similar to the Tactical Urbanism oriented street revitalization approach. The domestic cases selected in this research are the Ecomobility World Festival 2013 case in Haenggung-dong, Suwon, the pine street revitalization case in Joongang-dong, Cheongju, the Songjeong Station market revitalization case in Gwangju Metropolitan City, and the Toegyero reorganizing plan case in Seoul. This research also compared these domestic cases with the overseas Tactical Urbanism approaches, deriving implications.

The Ecomobility World Festival 2013 case is an expanded car-free street project. For a month (September, 2013) the whole area of Haenggung-dong was designated to a car-free district. The residents and visitors use only non-motorized vehicles in this area. For this temporary but large-scale car-free district project, the Suwon city government operated a dedicated department for administrative support and promotion of efficient projects. Based on the participation of local communities, the Suwon city government also promoted the eco-mobility village program and infrastructure development. As of 2017, the Suwon city government still promotes a temporary car-free street program. Compared with the overseas case, the Ecomobility World Festival 2013 case shows a similar spatial use to the Play Street cases in the United States and the United Kingdom. In terms of the project promotion method, the evaluation of temporary project's results to decide project's expansion and extension and the institutionalization of residents participation through public offering are similar to the overseas cases, especially to the New York City pedestrian square and plaza program. The Ecomobility World Festival 2013, however, has mostly been led by the Suwon city government in the planning/implementation of the program and the operation/management of the target area.

The pine street revitalization case is a collaboration of the car-free street project and the Youth plaza project by Cheongju City with the street revitalization programs such as flea market, street performance, and guerrilla gardening by the association of local merchants and residents. The pine street revitalization case are similar to the pedestrian square and plaza projects in the United States in that the local residents perform the utilization, operation, and management of the street space under the local government supports. In particular, the pine street revitalization case is similar to the Business

Improvement District's operation and management of the New York City's pedestrian plaza area. Contents of the pine street revitalization case such as car-free streets and various programs to utilize the street space are similar to the car-free projects and guerrilla gardening projects in the United States. The pine street revitalization, however, did not take the process to evaluate project performances with phased implementation of small-scale projects.

The Songjeong Station market revitalization case is the commercial street revitalization to restore the competitiveness of a traditional market. The Gwangju Metropolitan City government and the Hyundai Motor Group established the Gwangju Creative Innovation Center and operated the pop-up store in order to support young entrepreneurs, utilizing empty stores in the market. This pop-up store case is less likely to be a Tactical Urbanism approach because it was not for utilizing public spaces in front of the store like the pop-up cafe in overseas cases but for just utilizing empty stores on a weekly basis rent. Nevertheless, the improvement of commercial public space through refining the signboard and remodeling the storefront and the utilization of the empty store through the micro-mixing method can be understood as the Tactical Urbanism oriented street revitalization approach.

The Toegyero reorganizing plan is a street environment improvement plan to expand walking areas and green spaces by reducing traffic lanes. This improvement plan considers the limitations of existing pedestrian environments and the local culture and landscape characteristics of Toegyero as well. This street environment improvement plan is similar to the case of bicycle road projects in the United States and Japan in terms of creating bicycle-only roads by reducing roadway. This plan, however, is difficult to be the Tactical Urbanism approach because there is no process to evaluate project performances with implementation of temporary bicycle pathway. Nevertheless, the fact that the Seoul city government has set up a plan to reduce traffic lanes and to improve the walking environment can be a good example for other local governments' street revitalization efforts.

Implications of above domestic street revitalization cases are as follows: ①Recognition of the importance of urban street revitalization and projects promotion; ②Promotion of the local issue focused street revitalization projects, dividing clearly roles between local governments and local communities; and ③Establishment of an administrative foundation through a dedicated organization/department.

## Chapter 5. Street Revitalization based on Tactical Urbanism

This research proposed the Tactical Urbanism oriented street revitalization policy directions for local governments based on above Tactical Urbanism concept review and major case study results. This research suggests local governments recognize the importance of street revitalization for refining urban environments and improving the quality of residents' life, take appropriate measures before the problems of local streets change and deteriorate, and consider the implementation of phased projects from a temporary and small-scale initiative in order to evaluate project performances. This study proposes three policy measures for street revitalization based on Tactical Urbanism.

First of all, this research suggests that efforts of street revitalization by local governments should be pursued through the public offering. Local street revitalization projects through the public offering can guide the local community to formulate a street revitalization plan that is specific to local problems. Local governments need to clarify the role of street revitalization projects between the local community and the governments as providing guidelines for the participation of local communities in the public offering.

Secondly, this research proposes to improve the practicability of street revitalization projects/programs by simplifying the administrative process for the introduction of temporary and small-scale street revitalization efforts in order to make those measures response to the local community problems timely.

Thirdly, this research proposes to organize and operate a dedicated department for promoting the local government street revitalization efforts to realize phased project expansion and extension with evaluation of the project results/performances of temporary and small-scale treatments of local governments and communities.

### Keywords :

Tactical Urbanism, street revitalization, street environment improvement, public space, public offering, strategically phased approach