



**S**u Seong  
**P**remium Outlet

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Hyoung-Ho



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Summary



Plans



Site Analysis



Case Study



Goal & Objective





# Summary





**Location : Dae Heung-dong Su Seong-Gu**

**Area : 76,500m<sup>2</sup>**

**Households : 76 Households**

**Population : About 150 people**

## Background & Purpose

- The building site is not harmonious with the others site.
- The image reinforcement of Secondary central business district.
- Use many infrastructure.

- Set up objective of development plan through potential abilities of site
- Connection between the site and the others site

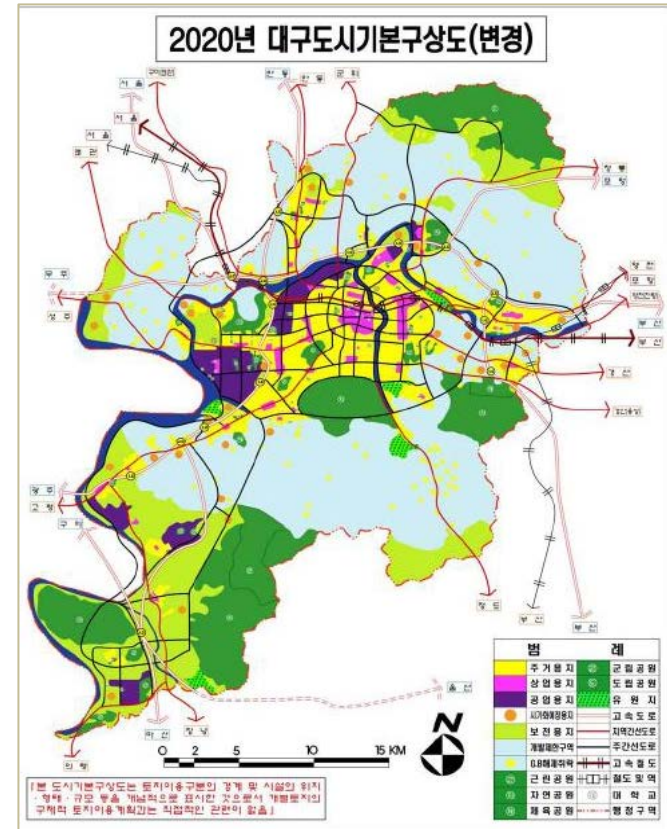


# Plans



## 1. Daegu master plan(2020년)

- Objective year : 2020 (standard year 2000)
- Plan area : 885.6km<sup>2</sup> (Dae gu city)
- Plan population : 2million75thousand people
  
- Set up the space
- Plan of residential environmental
- Plan of Fine sight and scenery
- Plan of social overhead capital
- Plan of park and green tract of land
- Plan of economy, industry, culture



**Key point** Creating of the new residential area also, expansion of S.O.C and green spaces. So suggestion of plan direction about the economy and industry.

## 2. Daegu Long-term Plan(2020)

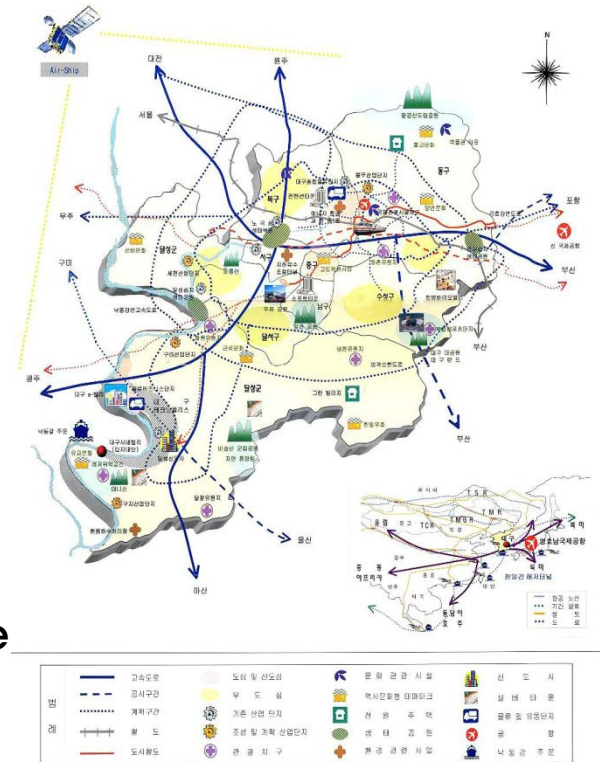
### Su seong area

#### Image of the future

- Space of life environmental friendly
- High quality education and culture plan

#### Development strategy

- Future-oriented of Urban space function
- Creating of pleasant convenient new-residence space
- Creating of environmental friendly with preservation of natural and development



**Key point** Improving of clean residential area with preservation and also, creating of competitive urban spaces



### 3. 21c Su sung Development Plan(2016)

#### Image of the future

- Making of high quality area and Harmonious with Human and natural

#### Basic Plan

- Urban infrastructure maintain with harmonious urban developing and natural preservation
- Creating of culture environmental with tradition
- Creating of comfortable sphere of living
- Creating of natural preservation and regeneration in green zone

**Key point** Creatin of high quality urban spaces, keep the historicity and eco-friendly urban

### 3. 21c Su sung Development Plan(2016)

#### (1) The Part of Main Plan Direction

Basic objective	Development assignment
Urban infra system	Expansion of the transportation system
	Expansion of the water and sewage system
Industrial infra system	Expansion of the industrial infrastructure
	Expansion of the specialized industry
	Development of region tourist industry

**Key point**    Make the clean environment of living through the expansion of infrastructure

## Su-sung Development Plan

**3. 21c Su sung Development Plan(2016)****(3) Main Development direction of region**

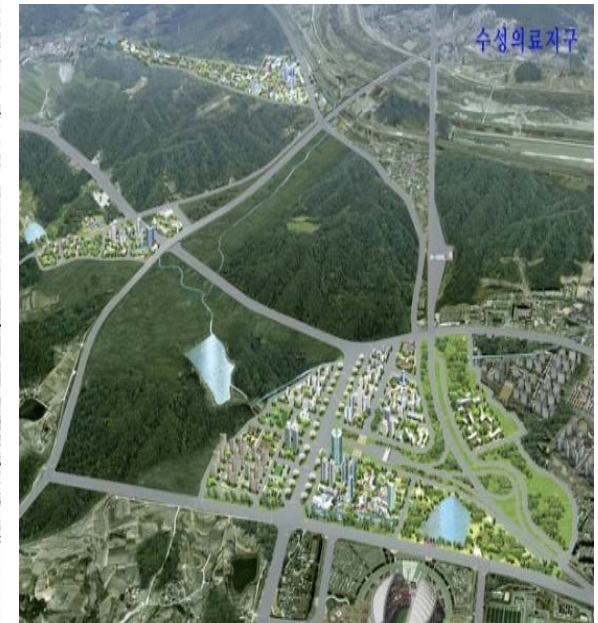
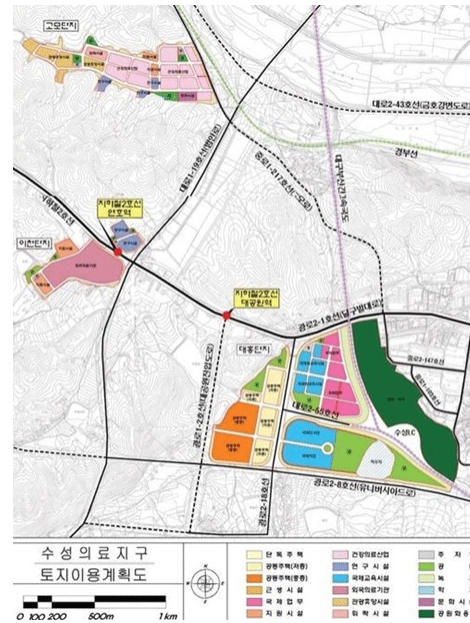
District	Location	Main Plan
<b>Go-San district</b>	<ul style="list-style-type: none"><li>• Subway station influence area</li><li>• Near Daegu grand park</li><li>• Near Saw</li></ul>	<ul style="list-style-type: none"><li>• Tightening up neighborhood commercial blocks in Secondary center of the city</li><li>• Expanding of leports facilities</li><li>• Expanding of distribution and commercial Facilities</li></ul>

**Key point!** The reinforcement of urban image for secondary center of the city for leports and recreation

## Su-sung Medical District

## Plan Contents

It is going to make international education facilities, business facilities and medical facilities in there. On the other hand, about 800 billion dollar will be used for this project. Also 22,000,000 households (about 62,000,000 people) will be able to live in there.



**Key point** Creating of economic effect through the Medical district



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# Site Analysis



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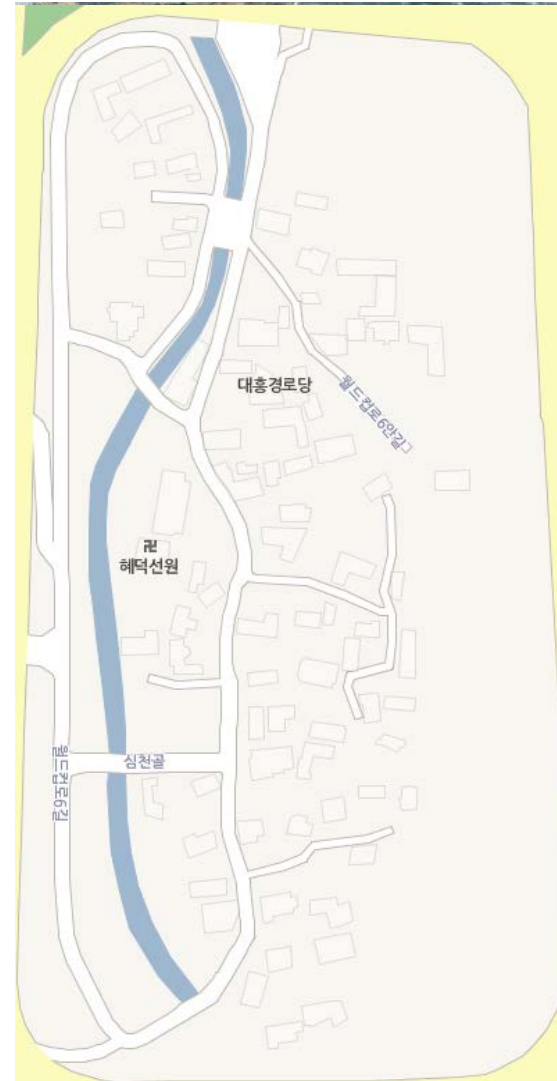
### The site present condition

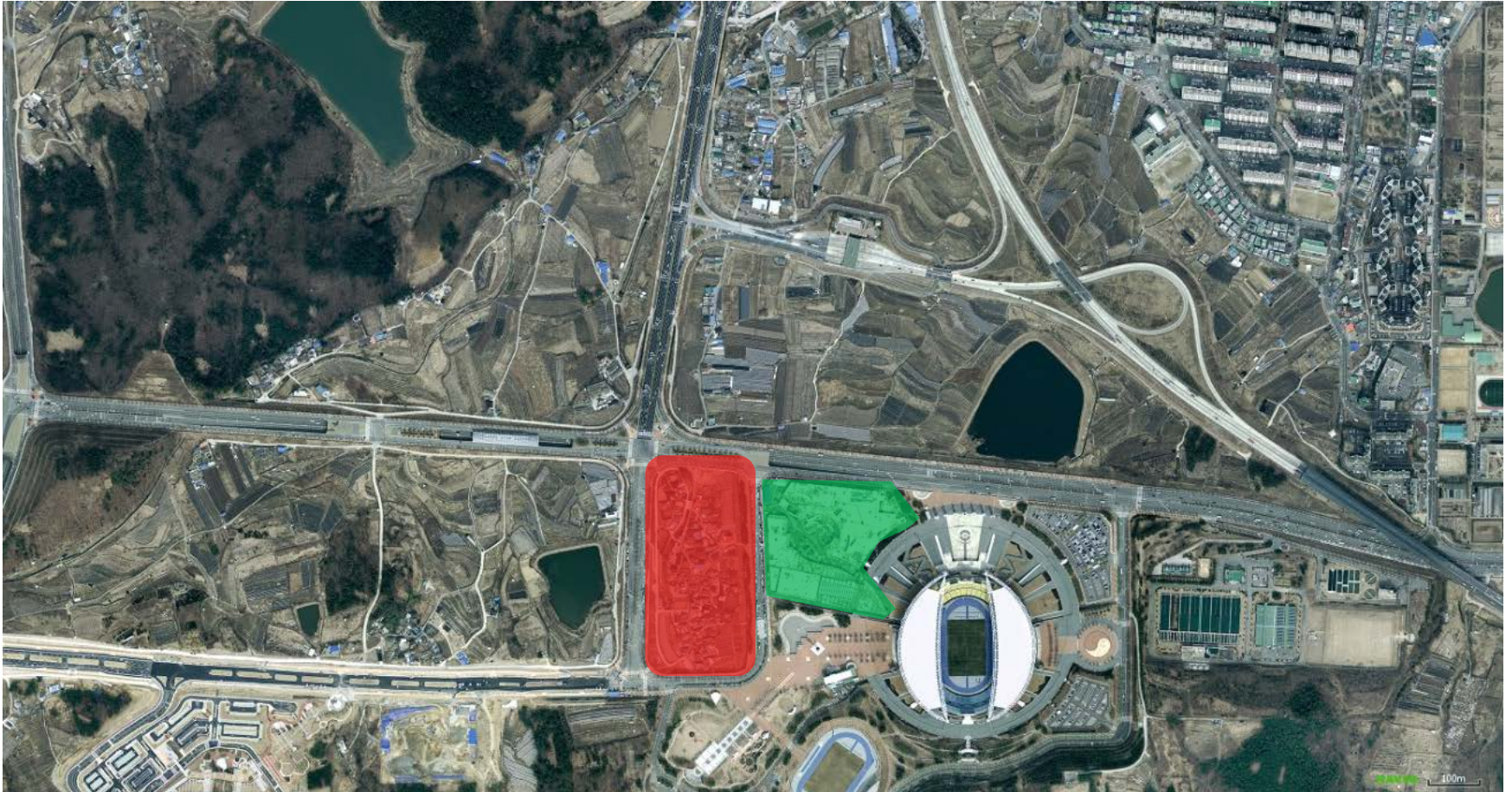
Location : Dae Heung-dong  
Su Seong-Gu

Area : 76,500 m<sup>2</sup>

Households : 76 Households

Population : About 150 people







### Surrounding Condition

#### 1. Color Square Mall

Location : 140 Universiade road  
Su Seong-gu

Area : 49,866m<sup>2</sup>

Key point 비슷한 상가지만 우리는 프리미엄이다.



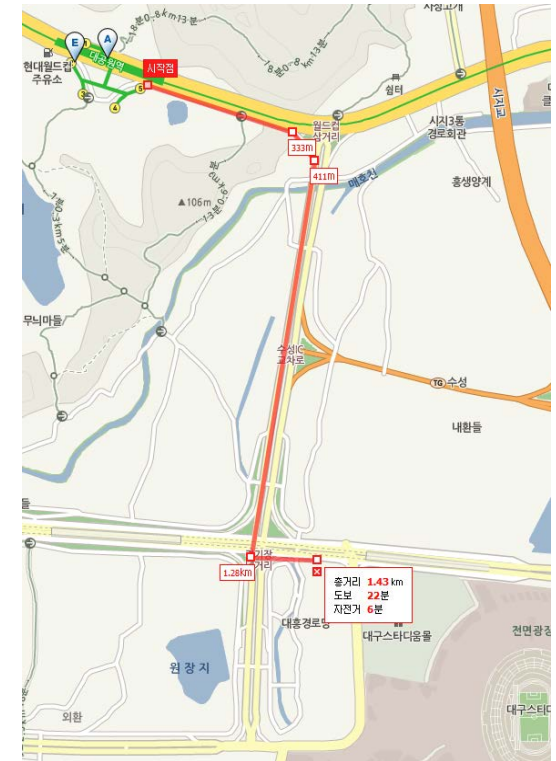
### Surrounding present condition

#### 3. Transport information

##### Public Transportation

Bus – 403 Bus, 939 Bus, 849 Bus

Subway – Daegu Grand Park Station



Key point The station is so far from

### 주변 현황

#### 3. Highway information

#### Su Seong IC



"This IC is close to our site. So, many people can come to the site very easily"

# Site Analysis

## Altitude & Slope



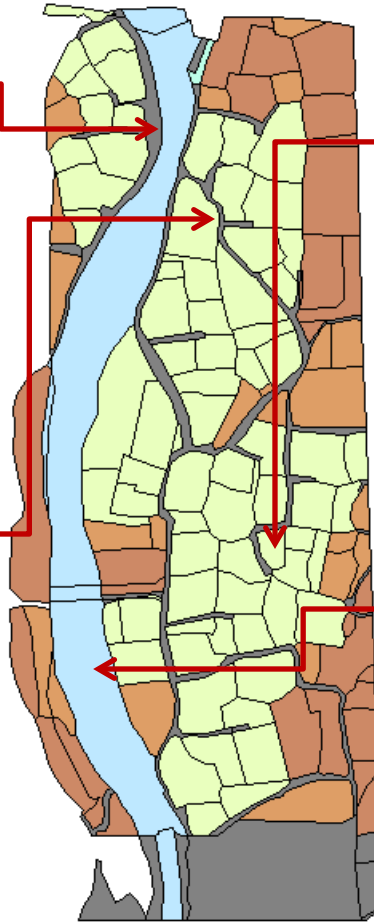
According to altitude and slope analysis, the site is good condition to develop



1. Leaving building waste



2. Too narrow road



3. Leaving deserted house



4. Abandoned stream

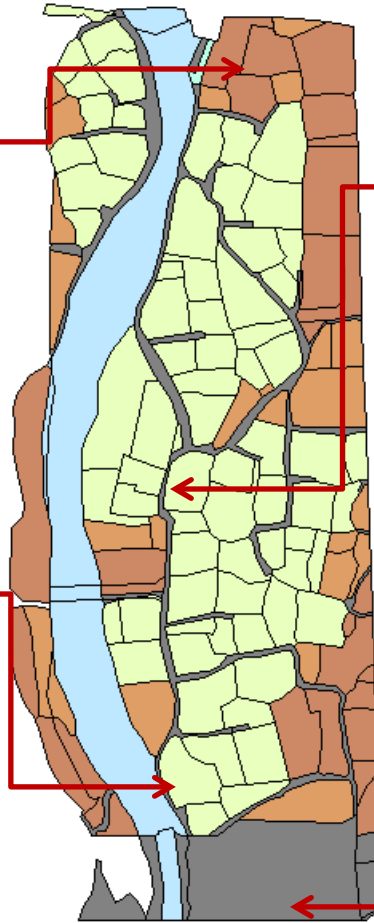


# Site Analysis

## Drawback



5. Empty lot



6. Too high wall



7. Parking problem



8. Cut off outside

**Key point** 현재 이 마을에는 많은 문제점이 발견되고 있고, 그에 따른 해결법은 다음장에 있다.



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# Case Study



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## Premium Outlet

The chelsea group manage a lot of the premium outlets in U.S

The shops sell the premium products discounted 25% to 65% price.

There are more than 50 premium outlets in U.S

There are 2 premium outlets in Yeo–Ju premium outlet and Pa–Ju premium outlet.





## Aurora Farms Premium Outlets

- Location : 549 South Chillicothe Road Aurora
- How many shops? : 70 shops
- There are shop along surrounding the lake
- The outlet is kind of park in there.



## Yeo ju Premium Outlets

- Location : 460 Sang Gu-ri, Yeo Ju Eup, Yeo Ju-Gun
- How many shop? : 140 shops
- The First of opened premium outlet in Korea
- People can buy famous premium brand products very cheaper also the outlet environment is exotic
- Many people can feel that U.S premium outlets street in there.



## Heung Duk-Dong Stream

### Heung duk – dong stream

Location– Near the Dae Hak–ro in Seoul

- The stream–maintenance plan in Dae Hak–ro in 2009
- Everyone can enjoy something to do in the stream and also teaching for children about the nature through stream–maintenance plan
- The stream made good quality spaces by maintenance, and also it makes economic effects.



## Fukuoka – a small-stream

### Location – Fukuoka in Japan

- The water from the sewage treatment plant discharge into a stream so, city image is more beautiful than before, also improve the city image.
- The stream makes open spaces it also makes harmonious with business area



### 104 – Village

Location : 104 Jung Gye-dong No won-gu Seoul

– Area : 188,899 m<sup>2</sup>

– Improving of the alleyway and stream

– Planning of clean new residential area





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# Goal & Objective

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**Vision**

**Redeveloping insolated region that have potential**

**Goals**

1. Considering harmony with surrounding area
2. Maintaining alley for conservation historicity
3. Eco – friendly district through river improvement
4. Visiting people from other regions

**Vision**

**Redeveloping insolated region that have potential**

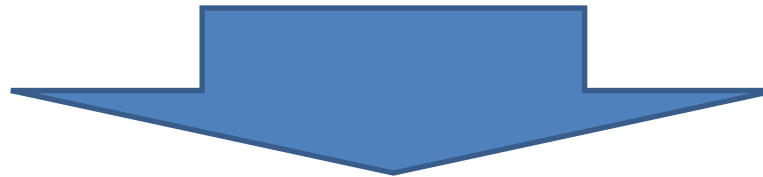
**Goals**

1. Considering harmony with surrounding area

2. Maintaining alley for conservation historicity

3. Eco-friendly district through river improvement

4. Visiting people from other regions



**Harmony**

**Historicity**

**Eco-Friendly**





**Harmony**



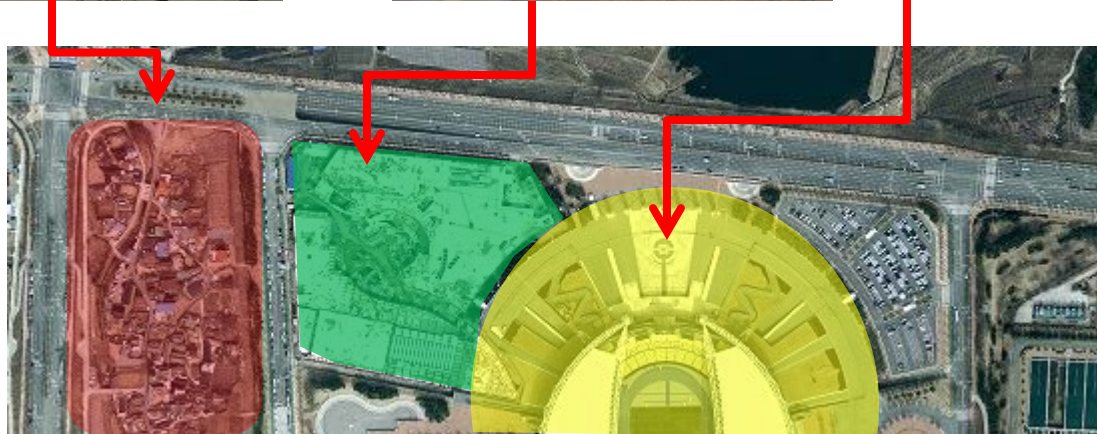
**Historicity**

**Eco  
friendly**



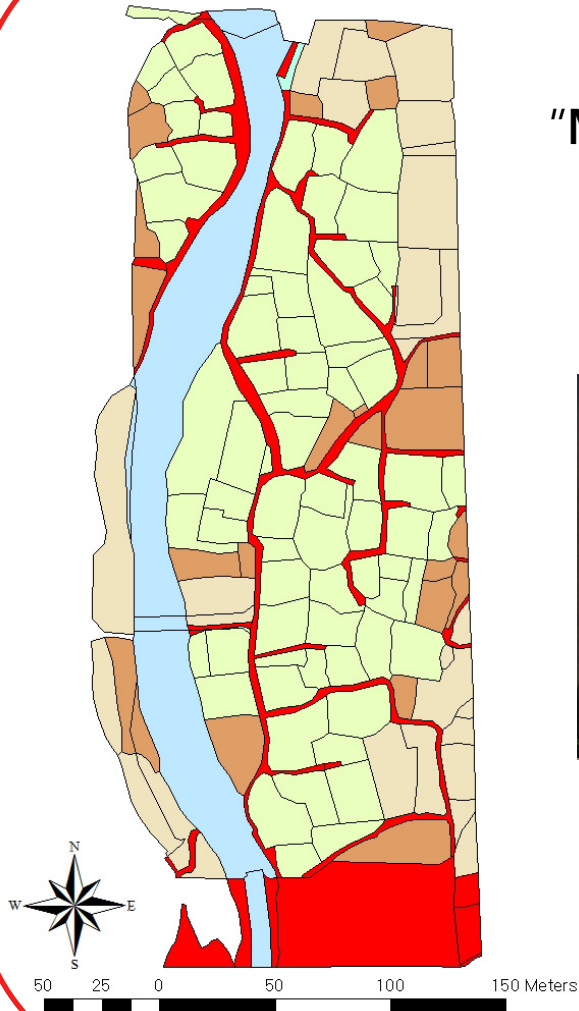
## Harmony

“Considering harmony with surrounding area”



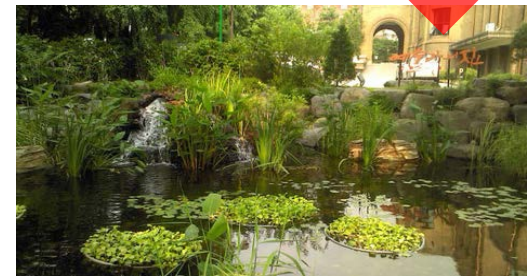
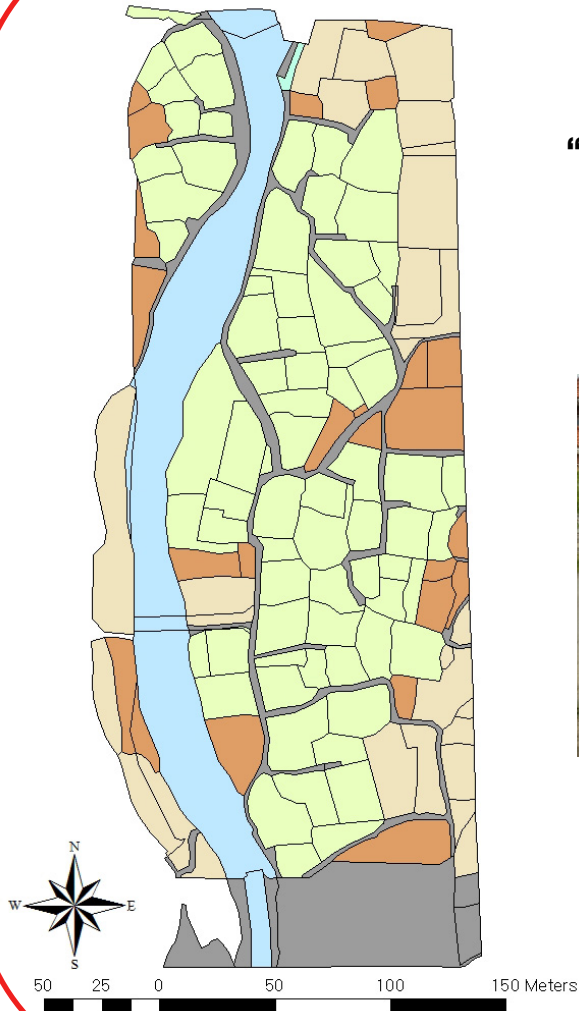
## Historicity

“Maintaining alley for conservation historicity”



## Eco-friendly

“Eco-friendly district through river improvement”





Q&A





Thank  
you

