

소규모 주택 건축 활성화를 위한 안심 집짓기 정책 방안
A Policy Proposal for Quality Improvement and Revitalization
of SmallHousing Constructions

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Korean housing policies and market have come to center on apartment housing, because the country's rapid urbanization process has demanded a supply of mass housing units. Consequently, the quality of large complex apartment housing has improved over time, and people can now buy quality apartments with confidence, since they are constructed through an institutionalized supply process that involves medium- to large-scale companies. On the other hand, small single- and multi-family houses, each built on an individual lot by an architect and a builder at the owner's request, do not follow a systematic supply process, hindering realization of uniform quality. Also, when these small houses encounter problems in their performance or require refurbishing and/or retrofitting, the owners (or the residents), often lacking in expertise, tend to have difficulties in finding solutions and are burdened with extra cost in reality.

While apartments in general have good quality and are easy to manage, small houses, due to the lower standards of their residential environment, are priced with lower rent fees and thus provide dwellings for the working class. Therefore, appropriate policies must be conceived to create a stable supply system and to induce quality improvement of residential environment through revitalization of small home construction

projects.

In order to improve housing quality for the working class, more small houses of above-average quality and appropriate prices need to be constructed, and the small housing market needs to be invigorated by quality and price competition as a result of the supply increase. For construction of small houses to flourish in a reasonable manner, a variety of aspects must be considered, such as architectural planning and design, construction, maintenance, selling, etc. This signifies that a careful consideration of ‘when to provide what kind of information’ is crucial. The government needs to designate managers for small housing construction projects, establish an online platform that appropriately connects suppliers and consumers in a transparent process, and support minimizing various risks that may arise from information asymmetry. These support measures must be defined from an informational or technical standpoint before a financial one.

Such platform must deliver an integrated service that ranges from architectural planning to design and construction, and more specifically, it needs to offer assessments on individual supplier’s transparency and technical competency. While they can be substantiated by certificates and/or verification documents, or be based on the records of previous projects, a neutral and fair method of managing them must be developed. The most critical part of constructing this type of platform is gaining public confidence, and the system must be established in a way that only the suppliers who maintain the consumers’ trust and work in good faith can thrive.

It is anticipated that such platform will revitalize local small housing markets, as consumers can obtain ample information from the initial planning phase deriving from the records of actual projects and cases, and suppliers can meet potential consumers based on a fair

evaluation of their previous projects. The activation of this platform is also expected to have a significant influence on existing architectural services industry, as it can lead to standardization of contracts and rationalization of related unit prices.

Keywords : Policy Proposal, Quality Improvement, Revitalization, Small Housing Constructions