

auri research brief

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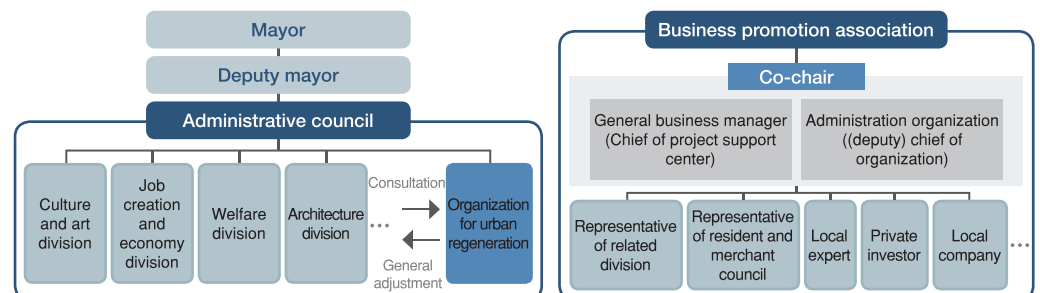
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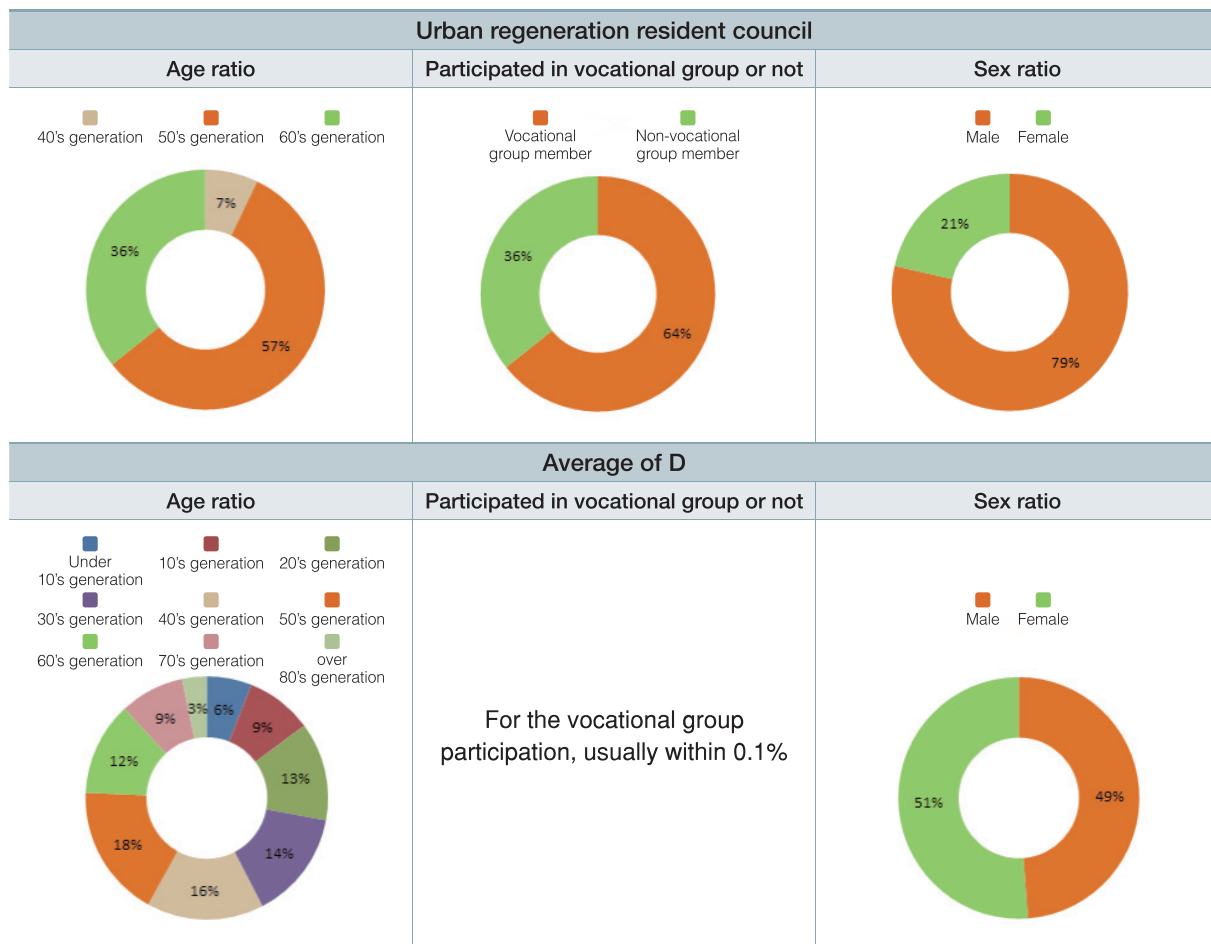
The Role of Neighborhood On-line Community in Urban Regeneration

An urban regeneration project is different from a regular urban planning project in various ways. However, since a specific business model for the urban regeneration project is not organized, there are some difficulties to progress the project. Because of the business type small quantity batch production, frequent collaboration with various specialists on culture, economics, urban architecture, welfare, tourism, and art are required. Unfortunately, it is difficult to find business entities and collaborations due to limited human resources in the urban regeneration support center, and lack of a managing coordinator and organization for urban regeneration support. Due to the characteristics of a multiple business model, frequent meetings with many collaborators should be held, but it is difficult to organize the meetings due to the limitations of time and space.



The fundamental direction of urban regeneration is in finding core contents through the participation of the residents. However, establishment of a competitive business theme is difficult due to time and space restrictions, and most of the participants are senior citizens and housewives and do not have specialty or executive abilities. In the national urban regeneration code, which was approved on December 31, 2013, one of the five goals for urban regeneration is “Fostering competitive local residents and community participation.” Also, one of the five promotion strategies is “Promoting independent regeneration based on local resources in collaboration with local residents, communities, companies, and local governments,” and the country’s core urban regeneration policy was stated as “Institutionalization of residents’ participation plan.” However, current residents’ participation in urban regeneration is “participation for participation.” Also, actual urban regeneration was managed by a few specialists in the same way as in existing urban planning, and similar urban regeneration projects were repeated in various local areas.

Each composition ratio of urban regeneration resident council in D local government

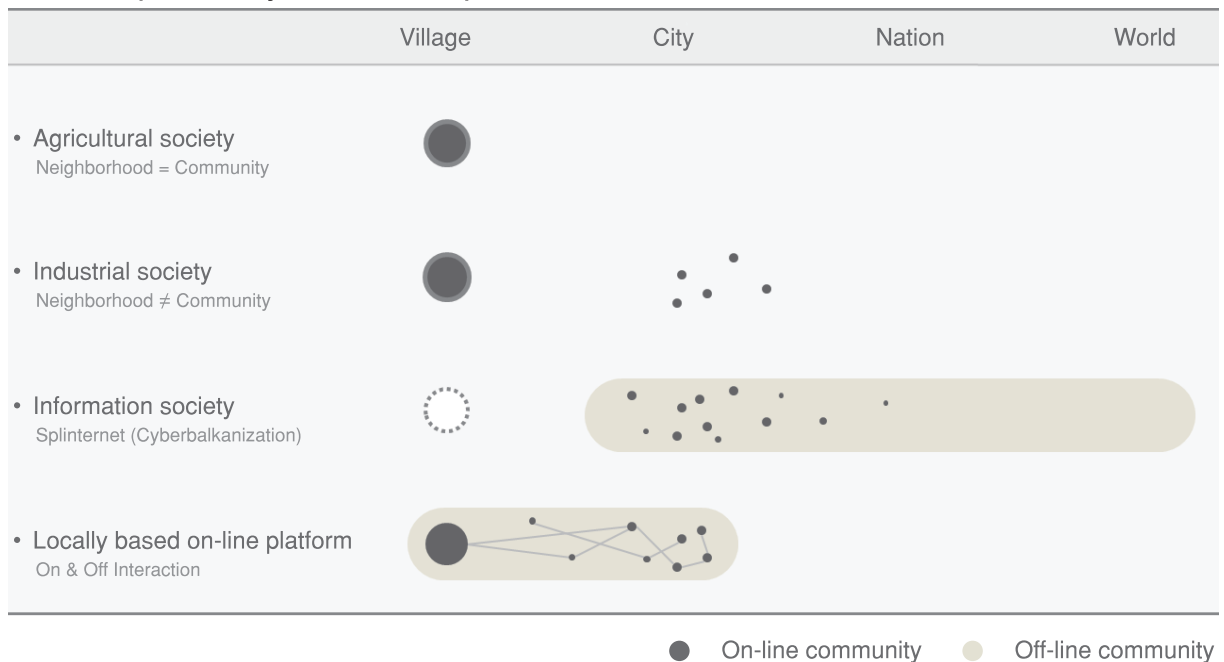


※ Source : Urban regeneration support organization own data (2016)

“Urban regeneration” is a “plan to revitalize an economically, socially, and environmentally declined area” (Article 1, Special Act on Promotion of and Support for Urban Regeneration). It requires the short and long term participation of various specialists in economics, community, space, and environment. However, the specialists aren’t aware of local issues, and local groups are having difficulties in finding and hiring specialists, thus the organization of businesses are delayed.

On-line access has developed to address the space limit, and it has been available in local communities since late 2000. Previous on-line access demonstrated non-physical aspects which broke geological limits (excluding international geological limits such as Facebook, Twitter, and Instagram), and didn’t have common issues with urban architecture. The local-centered on-line community, however, emphasizes the connection with the geological space, so a collaboration with an urban and architectural area is important.

The concept of locally based on-line platform



Especially, since urban regeneration requires collaborations with various groups, it became a center of attention. O2O and Ubernization appeared in response to the needs of an information-oriented society, “multiple contents and small supply,” which is different from the previous “small contents and massive supply.” The services, such as Uber, Kakao Talk, Baedaltong, Brat Village, Siren Order for Starbucks, and Jikbang, provide multiple contents directly to the consumer and increase efficiency and diversity. O2O can connect small batch manufacturers with consumers and businesses either on-line or off-line, and has a potential in the urban

regeneration business model which includes continuous small business through the governance of various entities.

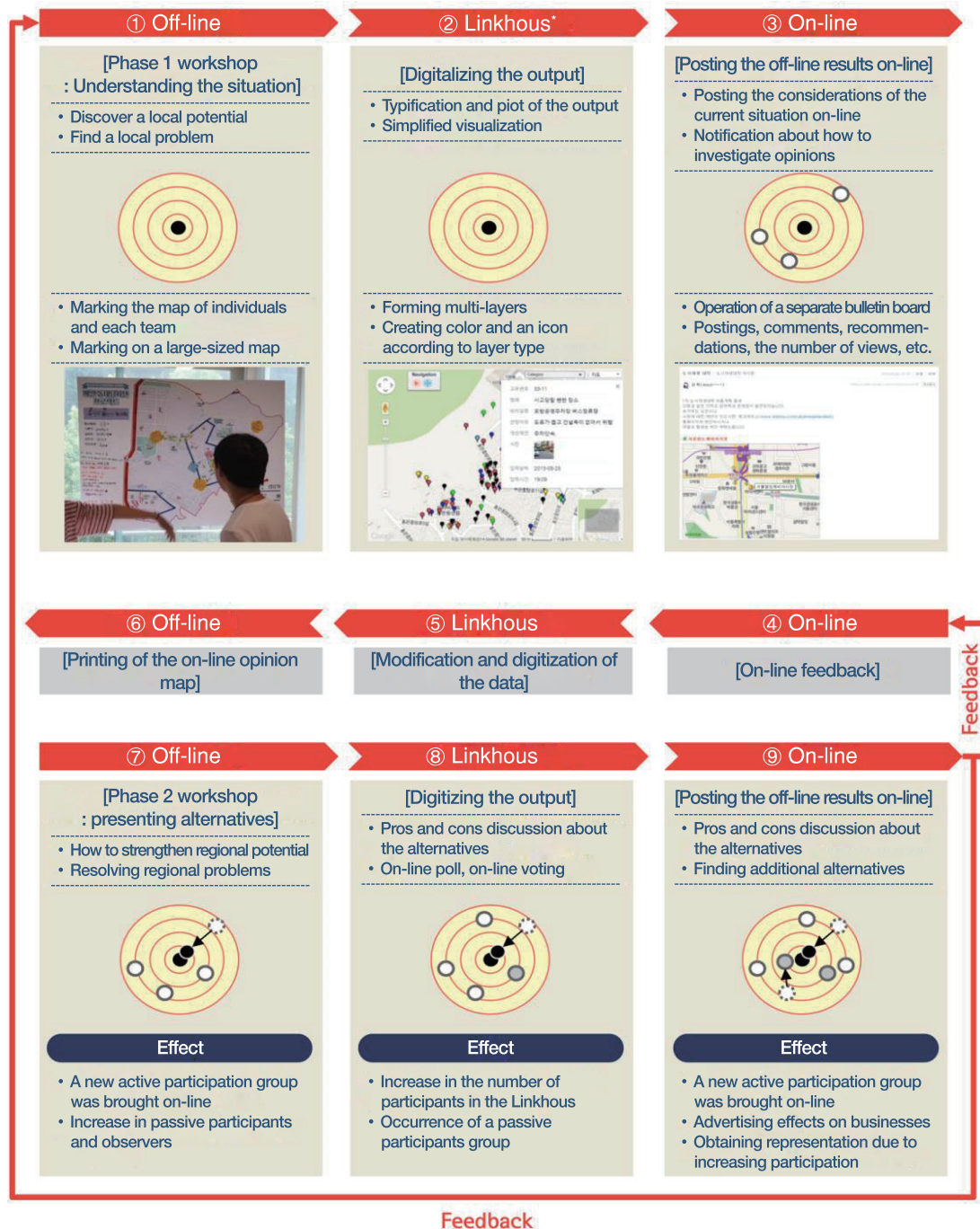
In this study, locally based on-line platforms were searched in national and international references, and redefined as a field for local development and information discussion based on residents' participation at the city and regional level. Locally based on-line platforms were studied nation-wide, and the characteristics of the managers and management systems were examined.

Characteristics of Platform Types in Locally based On-line Platforms

	Closure	Reliability	Representative
Naver BAND, Kakao Group chat rooms	<ul style="list-style-type: none"> • Very high • Only invitations by those already inside can be made 	<ul style="list-style-type: none"> • Very high • It is possible to have a private discussion on issues that are difficult to open outside • There is consensus on the contents and mutual confidence is high only among the subjects who have had continuous discussions. 	<ul style="list-style-type: none"> • Very low • As with off-line participation, only a small number of enthusiastic participants are present, making it less representative.
Naver Cafe, Daum Cafe	<ul style="list-style-type: none"> • high • It is necessary to apply for a subscription, and the administrator will decide who will be able to join after the completion of the preset answer. • Generally, only those residents in the area are eligible to join (the conditions are limited to residents in the area, but there is no separate verification procedure) 	<ul style="list-style-type: none"> • high • Reliability is typically high because only local residents are members. • It is possible to cope with intense debate by setting up a post access right through the rating system and a rule exists of forced withdrawal through regulations. 	<ul style="list-style-type: none"> • high • It is highly representative in that it has many members because it has high accessibility and high interest in materials.
Facebook Group	<ul style="list-style-type: none"> • low • It is necessary to apply for membership. Depending on the setting, the manager or member will decide who can join. 	<ul style="list-style-type: none"> • low • The proportion of local residents is relatively high. 	<ul style="list-style-type: none"> • low • The familiarity of middle-aged people with Facebook is not yet high.
Facebook Page	<ul style="list-style-type: none"> • Very low • No need for a separate sign-up process 	<ul style="list-style-type: none"> • Very low • It is a bulletin board that is open to all people, the rate of advertising is high, and it is difficult to verify the reliability of the data. 	<ul style="list-style-type: none"> • low • There are many people in addition to local residents. • The familiarity of middle-aged people with Facebook is not yet high.

The locally based on-line community contributed greatly to creating new groups which did not participate in the off-line community. Through the locally based on-line community, the younger generations became new users, who were previously excluded in the off-line community. In some cases, a little funding could allow the participation of a large group. Every discussion was recorded and placed on the map, thus digital archiving became a familiar side effect.

An example of residents' participation by utilizing a locally based on-line platform



* It offers on-line platform for community and community mapping service.

However, there was a limit to the discussions and conclusions in the on-line discussion of the complex urban regeneration process. Most of the comments were cheering and supportive, such as “Good job” and “Cheer up.” The opinions and comments on the off-line workshop results were more specific and realistic, and showed implications for the application plan for the locally based on-line participation tool.

Key words: Urban regeneration; On-line community, Local SNS

