

PROPOSING DESIGN GUIDELINES OF INSA-DONG BY REFERRING DESIGN GUIDELINES OF OLD CITY
HISTORIC DISTRICT

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Dedication

For my parents, thank you for enabling me to study abroad. Your support was my energy to complete the thesis. I love you so much!!

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Chapter One: Introduction

The field of historic preservation is continually changing and broadening over time. The early historic preservation that of preserving historic properties in museum like settings or just maintaining as a vacant space without using is no longer predominant in the current field of historic preservation. The important point in the historic preservation is shifted to help historic buildings survive and then make them possible an efficient contemporary use in daily life. Also, preserving the whole district together contrary to preserving each property is considered more effective to keep historical and cultural view. For utilizing historic properties actively and maintaining historic districts appropriately, rehabilitation becomes necessary.

In the Secretary of Interior's Standards for Rehabilitation¹, *Rehabilitation* is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. But in this thesis, adaptive reuse of historic properties as a sustainable option is added for one purpose of rehabilitation. So the rehabilitation work can be one way to keep historic buildings from demolishing and enable more active and appropriate use of historic buildings.

¹ "The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings," National Park Service, accessed October 20, 2013, http://www.nps.gov/hps/tps/standguide/rehab/rehab_index.htm.

The key to successful rehabilitation is respecting the historic characteristics of the properties or the districts and preserving as many of the original materials or features as possible. In case of historic districts, keeping the historical view from reckless changes is the most important point in the way of historic preservation. Making preservation rules and regulations about alterations, repair, and additions is one way of avoiding inappropriate changes and preserving historic characteristics. Design guidelines, which recommend appropriate designs of historic buildings within the designated area, can perform the role. Therefore, design guidelines are to be the criteria, which must be considered when applying the rules or regulations to rehabilitation projects in a historic district. By writing design guidelines that fit to each historic district, it is available to preserve the special features and characters of the district.

In case of South Korea, the country didn't concern much about historic preservation, and historic properties had been demolished. Preservation of districts or areas, not an individual building, didn't performed in South Korea.² However, after 2000, the government and public started understanding the value of historic preservation and recognizing the importance of preserving historic district or historical view. Also, they are trying to do conservation redevelopment concerning characteristics of certain areas and to create cultural areas.³ South Korea, however, do not has design guidelines to support those movements, and need to write one for effective preservation.

² Joonbae Yoo, "A study on recreation of traditional commercial street in urban space using the concept of cross-over" (Master thesis, Kyonggi University, 2010).

Gyui-dong Seo, "A study on the Preservation of Urban Historical Environment through User Analysis" (Master thesis, University of Seoul, 2009).

³ Seo, "Preservation of Urban Historical Environment."

Minkyung Kang and Kiho Kim, "A study on the Revitalization of Conservation Redevelopment in Seoul" (paper presented at the autumn conference of Urban Design Institute of Korea, November, 2009).

Inhyang An, "A study on conservation and regeneration of historic center area in Seoul" (PhD diss., Chung-ang University, 2009).

So the purpose of this thesis is to propose design guidelines of historic and cultural area in South Korea referring that of the United State's for helping to protect cultural and historical view of Seoul. The proposed design guidelines also will be used and referred for future design guidelines and for different places. The subject place for this thesis is Insa-dong, Seoul, South Korea, where is a representative historic and cultural place and designated a Cultural District (see 4.5.2). The reference place is Old City Historic District, Philadelphia, Pennsylvania, where is also a representative historic place in the United States and preserved by City of Philadelphia. Applying Old City Historic District's design guidelines for Insa-dong will be helpful since Insa-dong and Old City Historic District have similarities despite the difference of the country.

The United States has been successfully working for preserve historical and cultural resources for about 100 years with the National Park Service⁴ as a main federal institute. As a federal level, the Secretary of the Interior's Standards for the Treatment of Historic Properties written by the National Park Service is providing standards and guidelines for rehabilitating historic buildings.⁵ (Appendix A) Cities are providing its own rules and regulations to preserve their historic properties, and they enforce the rules combining with the federal level's regulation. Under the local level ordinance, general indications that have to be considered when building project is applied in the historic district are written as guidelines. Sometimes, detailed design guidelines are provided by making recommended designs, including materials, colors, or building size, for certain district.

⁴ *The National Park Service* is an agency of the United States federal government that manages all U.S. national parks, many American national monuments, national historic sites, and other conservation and historical properties with various designation titles.

(Source: "Nomenclature of Park System Areas," National Park System, accessed December 12, 2013, <http://www.nps.gov/history/history/hisnps/NPSHistory/nomenclature.html>.)

⁵ "Standards for Rehabilitation."

Among the cities in the United States, Philadelphia is a city where historic districts are more stable and retain more of their residents.⁶ Also, it is the oldest and the most historical city in the United States. The city of Philadelphia has the historic preservation ordinance⁷ (Appendix B) and historical commission, which was organized in 1955 as the first historical preservation agency that covers the entire area of the city⁸, to prevent the city from the loss of historical and cultural properties effectively. There is a regulation 'permits' in the historic preservation ordinance. Permits ('Ordinance (7)')⁹ is a rule that registered historic buildings or contributing buildings in historic districts need a permission to make alterations, demolition or construction. Also, there are eight things to be considered as subsections under the permit. These subsections are general guidelines for historic buildings, and are used when Philadelphia historical commission makes a decision at the permit process.

Old City Historic District is one of the most historically significant neighborhoods in the city of Philadelphia and contains approximately 800 buildings and structures.¹⁰ Based on the Philadelphia's historic preservation ordinance, Philadelphia historical commission made design guidelines for properties in Old City Historic District. Old City Historic District is an attractive destination managed by design guidelines.

Insa-dong, which is located in the center of Seoul where has been a capital of Korea for more than 600 years and functioned as a main city in social, culture, and economy, is one

⁶ Donovan D. Rypkema and Katherine M. Wiehagen, *The Economic Benefits of Preserving Philadelphia's Past* (Preservation Alliance for Greater Philadelphia, 1988).

⁷ Philadelphia Historical Commission, "Historic Preservation Ordinance, §14-2007 of Philadelphia Code," as amended July 1, 2009 (Philadelphia, PA, 1955).

⁸ Margaret B. Tinkcom, *The Philadelphia Historical Commission: Organization and Procedures*. (Originally from the Journal of the City Council of Philadelphia 1702-06 (1995)).

⁹ Philadelphia Historical Commission, "Historic Preservation Ordinance."

¹⁰ Philadelphia Historical Commission, *The Old City Historic District: A Guide for Property Owners*, 1.

of representative examples of historic preservation area in Seoul. The area is a commercial district and has high value in historical and cultural aspects. As one of famous attractions in Seoul, Insa-dong is always full of many local and foreign visitors.

Insa-dong and Old City Historic District have similar characteristics. Both places are coexisting commercial and residential districts. Commercial buildings are actively used for shops, restaurants, or café. Usually commercial spaces are placed in the first floor. Also, the two different places have a same characteristic that both are composed mix of tradition and modern buildings. In the process of being modernized, Insa-dong and Old City Historic District adopted new type of buildings and now those are coexist with traditional buildings. The two historic areas are located in the center of big cities, and survived with maintaining its historic characteristics. Insa-dong is located in Seoul, the capital of Korea, and Old City Historic District is located in Philadelphia, the metropolitan area. The both places enable people to experience historic view in the middle of the huge buildings.

By referring design guidelines of Old City Historic Districts, proposed Insa-dong design guidelines are available to use to preserve historic buildings and historic view appropriately with respecting the characteristics that of active usage as a commercial district, mixture of tradition and modern, and locating in the center of big city.

This thesis is organized as follows:

Chapter One is introduce the thesis and leads to the topic.

Chapter Two is a review of literatures that pertains to the topic of proposing the design guidelines of Insa-dong by referring to that of Old City Historic District. This chapter provides information of historic preservation in Seoul and Philadelphia and history of Old City Historic District.

Chapter Three is a methodology, which leads the reader through the steps the author took from the topic's inception to the final analysis of the research.

Chapter Four provides a research of the subject area. This chapter includes the background information, the history, and the architectural history of Insa-dong, and also provides the information on historic sites and policies in Insa-dong.

Chapter Five provides a research and analysis of reference area. This chapter includes the design guidelines of Old City Historic District and the way of referring to the Insa-dong design guidelines.

Chapter Six provides an analysis of Insa-dong to write the design guidelines. This chapter includes character defining features and issues of Insa-dong, and determined lists of items to be presented in the design guidelines.

Chapter Seven proposes the design guidelines of Insa-dong by using analysis above.

Chapter Eight is a conclusion, which includes an overview of the proposed Insa-dong design guidelines, and closing thoughts.

Chapter Two: Literature Review

This chapter is a review of literatures that pertains to the topic of proposing design guidelines of Insa-dong by referring to that of Old City Historic District. Literature review includes historic preservation in Seoul, the Secretary of Interior's Standards, historic preservation in Philadelphia, and history of Old City Historic District, to support the reason why the thesis propose the design guidelines of Insa-dong and why the design guidelines of Old City Historic District is used as a reference material.

Historic Preservation in Seoul

In South Korea, the government has been preserved almost all of historical and traditional properties as a museum like form. There are only two categories; Preservation and development, and they don't have concepts of between those two such as reusing of old buildings by repairing. In Seoul, the city has demolished historic buildings and sometimes they imitated historic image to the parts of modern buildings. South Korea should use more flexible and appropriate way of preservation so that people can aware the field of historic preservation easily and can use historic buildings in their daily life.¹¹

South Korea is preserving individual buildings or structures by registering them historic properties or cultural heritages, but they haven't made a registration a whole street or district as a preservation area. The government doesn't have policy or law that are

¹¹ Yoo, "Recreation of traditional commercial street."

related to preserve certain area. Also, South Korea has been concentrated on development and demolished old buildings without considering the historic value of the properties. Now, South Korea started thinking and understanding the worth of historic preservation, and they just recognized the necessity of planned development with respecting preservation. Preservation of historic properties is important in the aspect of history, city planning, tourism, and quality of city environment.¹²

After 2000, the downtown redevelopment policies (current downtown environment organization projects) included conservation redevelopment concerning characteristics of certain areas. The master plan of Seoul downtown redevelopment written in 2001 and Seoul downtown environment organization project in 2004 introduced conservation redevelopment in earnest for protecting historic buildings inside the project areas.¹³

In 2008 the city of Seoul proclaimed 'Making Seoul as a city of creation and culture'. Through this announcement, Seoul is working with reconstruction of history, extension of the area of Hanok (Korean traditional house, see 4.3.1) in the city, register the city to the UNESCO's historical city, and selection of 51 Seoul's design property. Also, Seoul is trying to establish a policy such as creating cultural area, where tradition and modern are harmoniously mixed, to raise the value of historical environment through 'the city's 5 main project and 15 concentration project'.¹⁴

¹² Seo, "Preservation of Urban Historical Environment."

¹³ Kang and Kim, "Revitalization of Conservation Redevelopment."
An, "Conservation and regeneration."

¹⁴ Su-Youn Kim, Soo-Ok Park, and Myeong-Hun Lee, "Importance-Performance Evaluation of Streetscape on Insa-dong road" The journal of Korea Planners Association 45-7 (2010): 179-190.

Preservation related laws and policies in Seoul¹⁵

1. Urban and Residential Environment Organization Law

There is no clear statement about conservation redevelopment in this law. However, there is an explanation that a project should include basic preservation plan of historic properties and traditional buildings under the enforcement ordinance of above law.

2. The Cultural Properties Protection Law and its Ordinance

There are descriptions that cultural properties should be protected during construction projects. This law and ordinance also determines the regulation of heights of buildings around cultural properties.

3. Individual development project & District Unit Planning

These policies are projects which concern historical and cultural environment in redevelopment. Currently, these policies are applied only in Seoul.

The Secretary of Interior's Standards for the Treatment of Historic Properties

The Secretary of Interior's Standards for the Treatment of Historic Properties are the federal level regulation, and used with local Ordinance and design guidelines when the Historical Commission reviews and determines the appropriateness of historic building projects. The Secretary of Interior's Standards and Guidelines are written by the National Park Service (see Footnote 4), and propose the guidelines for Preserving, Rehabilitating,

¹⁵ Kang and Kim, "Revitalization of Conservation Redevelopment."
An, "Conservation and regeneration."

Restoring, and Reconstructing historic buildings to help protecting historical and cultural resources in the United States. The Standards cannot, in and of themselves, be used to make essential incisions about which features of the historic building should be saved and which can be changed. But once a treatment is selected, the Standards provide philosophical consistency to the work.¹⁶

The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings, as the best advice to everyone on how to protect a wide range of historic properties, are intended to provide guidance to historic building owners and building managers, preservation consultants, architects, contractors, and project reviewers prior to treatment. The Guidelines do not provide case-specific advice or address exceptions or rare instances, but they are prepared to assist in applying the Standards to all project work.¹⁷

Historic Preservation in Philadelphia

In the book 'the Economic Benefits of Preserving Philadelphia's Past'¹⁸, Rypkema and Wiehagen demonstrated that Philadelphia's historic districts are more stable and retain more of their residents when compare to the other cities.

¹⁶ "Introduction to Standards and Guidelines – Choosing Treatment," National Park Service, accessed December 17, 2013, http://www.nps.gov/hps/tps/standguide/overview/choose_treat.htm.

¹⁷ "Introduction to Standards and Guidelines – Using the Standards and Guidelines," National Park Service, accessed December 17, http://www.nps.gov/hps/tps/standguide/overview/using_standguide.htm.

¹⁸ Donovan D. Rypkema and Katherine M. Wiehagen, *The Economic Benefits of Preserving Philadelphia's Past* (Preservation Alliance for Greater Philadelphia, 1988).

The beginnings of the Philadelphia Historical Commission

The bill for creating the Philadelphia Historical Commission, which designated Bill No. 493 was introduced into City Council July 28, 1955. At the time, the bill was considered one for public benefit and which can prevent the city from the loss of cultural, historic and economic values occurred from thoughtless demolition of valuable properties in the city. The bill was submitted by the Committee on Public Works and Public Property to the Philadelphia City Planning Commission and got agree to support it in September 7, 1955. The Committee again read, considered and amended the bill, and returns to Council with recommendations. After some other changes such as time limit for the commission to answer proposals, the Bill 493 was finally passed and signed into law on December 7, 1955 by Mayor Joseph S. Clark. It was the first historical preservation agency which covers the entire area of the city when the Historical Commission was appeared in 1956. The boards of other cities were only operated within a limited area. The legislation was necessary for organizing a board of architectural and historical review, and the ordinance was an important step for that.¹⁹

The ordinance is declared by the bill's supporters as below.²⁰

The ordinance's declared purpose was:

To regulate the demolition of historic buildings in the City of Philadelphia; providing for the appointment of an Advisory Commission on Historic Buildings; prescribing duties for the Department of Public Property and for the Department of Licenses and Inspections; providing for a list and classification of historic buildings; providing for the postponement of the demolition of certain historic buildings; and providing penalties for violations thereof.

¹⁹ Tinkcom, *The Philadelphia Historical Commission*.

²⁰ Ibid., 386.

The first Advisory Commission on Historic Buildings was appointed March 19, 1956, by Richardson Dilworth. The commission was organized with main two members of the director of Finance and the Commission of Public Property, and five persons who learned historic tradition of the City and interested in preserving the historic buildings by law. The main members worked as an important bridge between the Commission and the city administration.²¹

Identification of historic buildings

The first and the most important task of the newly created historical commission was to identify and classify the historical buildings. The commission can determine any buildings as a worth to preserve one because the ordinance didn't have the exact criteria or regulation of picking the historically significance buildings in the city. However, the commission seemed to consider a building associated with an event or a person of national or local importance. And the properties are also considered if those are designated a National Register of Historic Places²².

Before the commission determines the city's historic buildings, they perform research and documentation. The files have to contain the title and current and old photographs of each building. These collected information become the evidence of designation and reference for restoration project. Once the historically important buildings

²¹ Ibid.

²² *The National Register of Historic Places* is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

(Source: "National Register of Historic Places," National Park Service, accessed December 7, 2013, <http://www.nps.gov/nr/>.)

are selected, the commission has to make them available to the public and the updated lists are to be provided for the offices of the City Planning Commission, the Redevelopment Authority, the Library of the Real Estate Board, the Free Library of Philadelphia, the Historical Society of Pennsylvania, and several of the title insurance companies.

Permits

For having any alteration, new construction or demolition of the historic property, which is a designated building or a building in historic district, the permit from the Department of Licenses and Inspections is necessary. And the approval from the Historical Commission is essential for being issued the permit. The application has to have the detailed plan for the work. When the Commission receives the application, they review it in the Commission's meeting. If the application got denied, one can revise the plan and apply again until it gets to approval. In case of Philadelphia Historical Commission, they have the Historical Commission Meeting every month. Historical Commission staffs and the applicants attend the Meeting and they discuss, question and answer. It is an open to public meeting so that audiences are also available to attend and question. When a demolition permit application is to be review, the Commission first examines its own files and then checks with City Planning commission and the Redevelopment Authority. The United States government doesn't need a permit when removing a building from its own property.

Regulation of Philadelphia and the application process

The Philadelphia Historical Commission, by law, should review all the permit applications of any building, structure, site, or object listed on the Philadelphia Register of

Historic Places, individually or located within a local historic district. A building permit is required for any change, addition, new construction or demolition. The Historical Commission is guided in its evaluation of applications by Section 14-2007 of the Philadelphia Code (widely known as the Preservation Ordinance, Appendix A)²³, its Rules and Regulations, and *the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Appendix B)*²⁴, published in 1995 by the National Park Service.

The building permit application have to contain support materials such as dated and labeled pictures of the present condition of all locations where alterations are proposed, something that demonstrates the proposed materials, and a cover letter that describes the proposed undertaking and any special circumstances. In some cases, scaled drawings, plans, or specifications may be requested. The process time differs depending on the types of projects. If the proposed works don't affect the exterior appearance or are not visible from the street, it only takes five business days by the Historical Commission staff. If the works are complicated, the Historical Commission's Architectural Committee reviews the application and offers recommendation. The time for judging with considering the recommendation usually takes two weeks, and then the Commission decide the result of approval, deny, or request resubmission of the application. The Commission has to vote on the proposal within sixty days of receiving the completed application. If approval is denied, you may appeal to the Board of License and Inspections Review within fifteen days.

²³ Philadelphia Historical Commission, "Historic Preservation Ordinance."

²⁴ "Standards for Rehabilitation."

History of Old City Historic District

Old City Historic District, which contains approximately 800 buildings and structures, is one of the most historically significant neighborhoods in the City of Philadelphia. In the early 17th century, the Old City area in front of Delaware River was the main part of the city as residentially and commercially. Starting with the first wharf construction in 1685, many others were continually created along the River. The side streets and alleys were appeared in the city during the 18th century because of the growth of population, and it accelerated the development of neighborhood. The typical type of houses in this period was the house with commercial space in the first floor. Many important church and temple constructions were also occurred at this time due to William Penn's guarantee of religious freedom. The shape of the Old City in 19th century can be explained with the Act of Consolidation (1854), continuous water front development, construction of many new buildings, thriving of industries and retails, and the advent of mass transportation. The newly constructed buildings were designed for commercial purpose and it transformed the image of neighborhood hugely. Also the Old City became the important financial district, which was called Bank Row. The emergence of mass transportation made people available to travel everyday and because of that, people started to move dwellings to north and west. During the 20th century, industrial complexes were built in the Old City and wholesaling community thrived. However, because of the direct links between ships and railroad and the construction of Delaware River Bridge, which is the current Benjamin Franklin Bridge, in 1926, the Old City eventually became small-scale neighborhood.²⁵

²⁵ Philadelphia Historical Commission, *Old City Historic District*, 4

Conclusion

Although it is usual to have individual design guideline for specific district or street in the United States, there are no individual design guidelines for certain area in South Korea. They don't even have design guidelines for purpose of historic preservation in South Korea, and the only design guidelines they have are for improving the image of Seoul as clean and attractive to visitors. The importance of cultural and historical environments in the city of Seoul is rising, and also the value of preserving those environments is extending. Insa-dong is the representative area that Seoul is trying to perform historic preservation as a whole district. By compiling information about the history, the architectural history, and preservation related policies applied to Seoul and Insa-dong, as well as the current issues that Insa-dong is faced, the thesis will provide an analysis of elements to be preserved and to be amended in the Insa-dong district. Then, the author will propose design guidelines that are specifically for Insa-dong to be used for future historic preservation programs.

Chapter Three: Methodology

The purpose of this thesis is to propose design guidelines of Insa-dong in Seoul, South Korea by referring those of Old City Historic District in Philadelphia, United States, for helping to protect historical and cultural view of Insa-dong. Since there are no design guidelines for historic preservation in Korea, the proposed design guidelines perhaps provide helpful information for future design guidelines. The theme of thesis is determined by background research of preservation situation in Seoul and Philadelphia, and these are described in Chapter Three.

In order to obtain history and design guidelines of Old City Historic District, the author visited the Philadelphia Historical Commission in the Philadelphia City Hall. Randal Baron, Historic Preservation Planner III, helped me to find materials and also advised me about my thesis. By keeping contacting with Baron and visiting the Historical Commission several times, the author gained the books and reports about Philadelphia Historical Commission, Historic Preservation Ordinance, and history and design guidelines of Old City Historic District. Also, it was available to examine the decision of proposed building projects by Historical Commission. With these information and additional research from the Internet, the author found out the way and the process of historic preservation in Philadelphia using design guidelines.

Learning the situation of historic preservation in Seoul and South Korea was available through the research of Korean thesis and Internet search of current preservation

related laws and policies. The information accumulated from these researches indicated that the preservation effort in South Korea is not enough even though there are many of historic properties. The author decided that South Korea had to start district preservation by making design guidelines, and chose Insa-dong as a study area from the additional research of thesis and reports. Throughout the research of Philadelphia and Seoul, it was possible to know that Insa-dong and Old City Historic District have similarities, and also Old City Historic District has well-written design guidelines that are actually used. So the thesis was decided to refer design guidelines of Old City Historic District for creating that of Insa-dong.

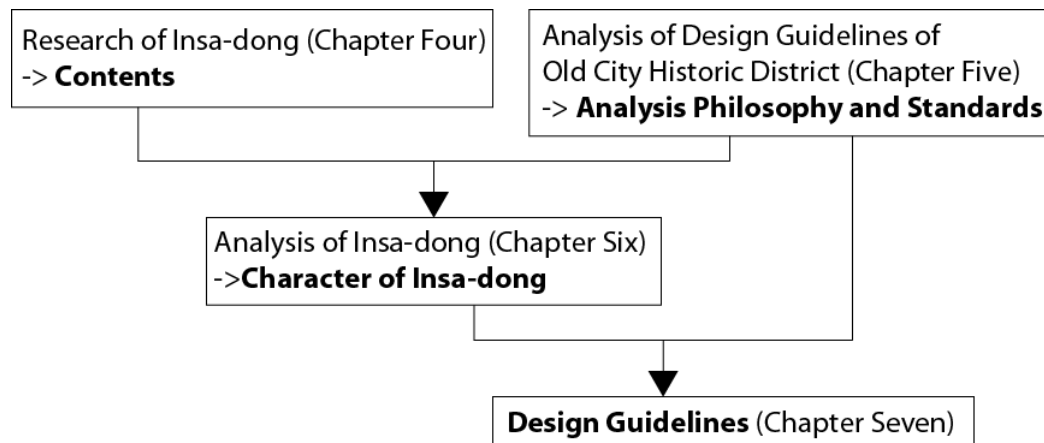


Figure 3-1-1. Flow of Analysis

Following the decision of the exact place to study, the author performed advanced research for a better understanding of Insa-dong district, including history and architectural history of Insa-dong, and architectural types in Insa-dong. Then, the author analyzed the design guidelines of Old City Historic District to find out helpful results that can be use when establishing design guidelines of Insa-dong. The analysis was performed by dividing the design guidelines into two categories, and found out the philosophy, important elements, and the boundary of guidance from them.

Using the analysis, the author now analyzed the character of Insa-dong that should be included in the design guidelines. This includes character of the district and also the character defining features of historic building. Finally, the author created proposed design guidelines of Insa-dong, so as to be able to preserve historic and architectural character of Insa-dong and maintain historic buildings effectively.

Chapter Four: Research of Insa-dong

This chapter provides information about Insa-dong. Insa-dong, the study subject of this thesis, is recognized as a most historical and cultural district in Seoul by Korean. Insa-dong is mix of commercial and residential areas, and historic and modern buildings are co-exist. The district was designated the first 'Cultural District (see 4.4.2)' in 2002. This chapter includes introduction of Insa-dong, history of Insa-dong, architectural history, historic sites, and policies. The information about traditional Hanok, Gae-ryang Hanok, and Modern houses that have been built in Insa-dong is explained as well. The research on this chapter becomes the source for character defining analysis on chapter six.

4.1 Introduction to Insa-dong

Located in the middle of Seoul, the capital of South Korea, Insa-dong is called the place where tradition and modern exist harmoniously. This place is famous both from citizen of Seoul and visitors from other countries. Most visitors put Insa-dong in their top list as a place they must visit in Seoul. Insa-dong has been the center of the city for more than 600 years. Current Seoul is divided into North Seoul and South Seoul by the Han-river. The south part of Seoul was not Seoul originally and Insa-dong is located in the current North Seoul, which was an original part of the city. Insa-dong is included in Jongno-gu -'gu' is lower level of city ('Si' in Korean) and 'dong' is lower level of 'gu'- and is placed very south part of Jongno-gu as you can see on Figure 4-1-1.

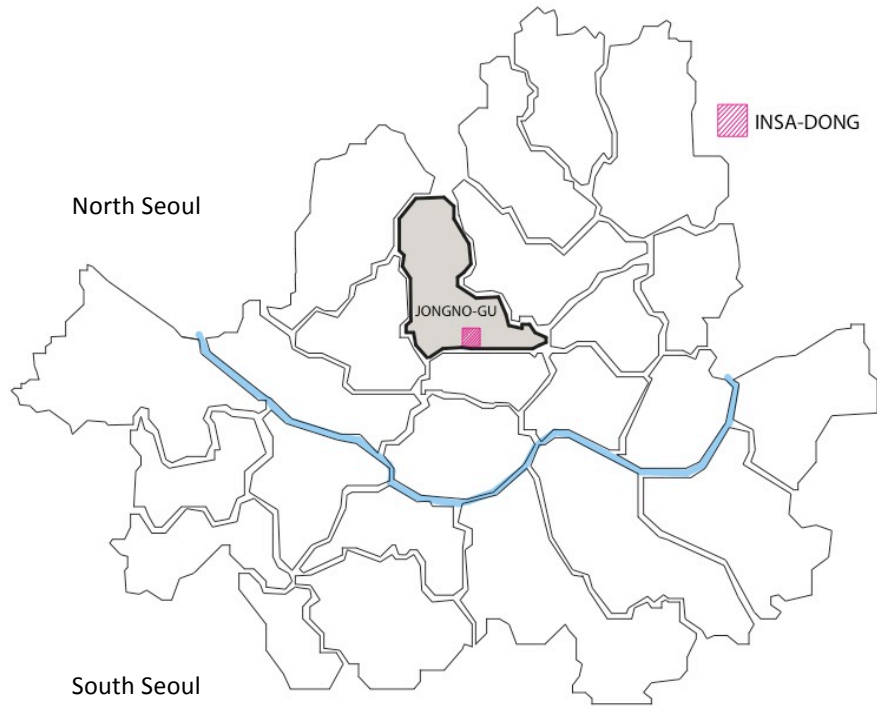
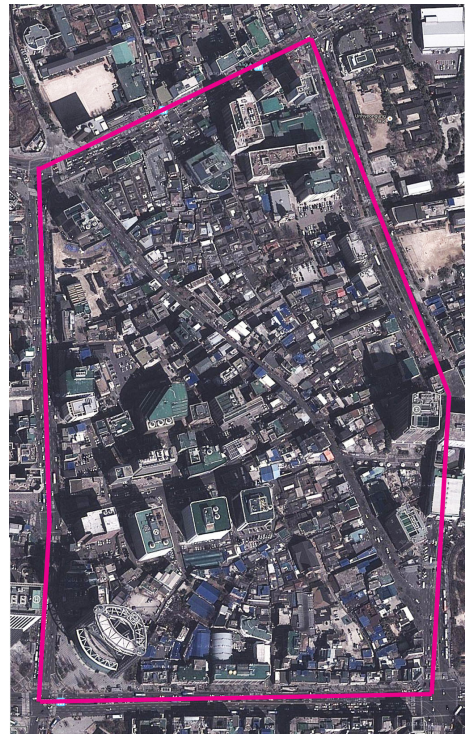


Figure 4-1-1. Map of Seoul (Drawn by the Author)
Indicate the location of Insa-dong in the City of Seoul.

The generally called Insa-dong is not an official administrative district. What we call Insa-dong now is an informal name of where cultural and traditional atmosphere. This Insa-dong includes parts of real administrative districts of Insa-dong, Gwanhun-dong, Gyeongun-dong, Gongpyeong-dong, Gyeonji-dong, and Nakwon-dong. Also, the district is bounded by Yulgok-ro ('ro' means road in Korean) to the north, Samil-ro to the east, Woojungguk-ro to the west, and Jong-ro to the south. The area, bounded by these four main roads, is about 690m from north to

Figure 4-1-2. Aerial map of Insa-dong with boundary marked



south based on the main street of Insa-dong and about 375m from east to west.²⁶ Above is the exact location and boundary of Insa-dong, and it becomes the spatial range of this thesis as well. Figure 4-1-2 shows aerial map of current Insa-dong and boundary of the district.

According to city planning map, the whole area of Insa-dong is marked as a commercial district. The north part of Insa-dong is designated as Insa-dong Urban Design District –the district for protecting traditional and cultural features in Insa-dong from thoughtless development and use of non-cultural or non-traditional way²⁷, and the south part is designated as Gongpyeong Redevelopment District –the district for demolishing and redevelopment²⁸. Also, Insa-dong Cultural District (see 4.4.2) covers almost all of Insa-dong. (Figure 4-1-3) Insa-dong is placed at the border of old downtown and new downtown Seoul. To the north old downtown has been preserved with old palaces and Hanoks (See 4.3), and to the south new downtown is constructed with high-rise buildings and redevelopment projects.

²⁶ Chenhua Tai, "A Comparative Study on the Conservation of the Historicity of the Historic-culture District in the Urban Centers of Korea and China" (Master Thesis, Hanyang University, 2008).

²⁷ Su-youn Kim, Soo-ok Park, and Myeong-hun Lee, "Importance-Performance Evaluation of Streetscape on Insa-dong road," *The Journal of Korea Planners Association* v.45 n.7 (December 2010).

²⁸ Kim, Park and Lee, "Importance-Performance Evaluation."

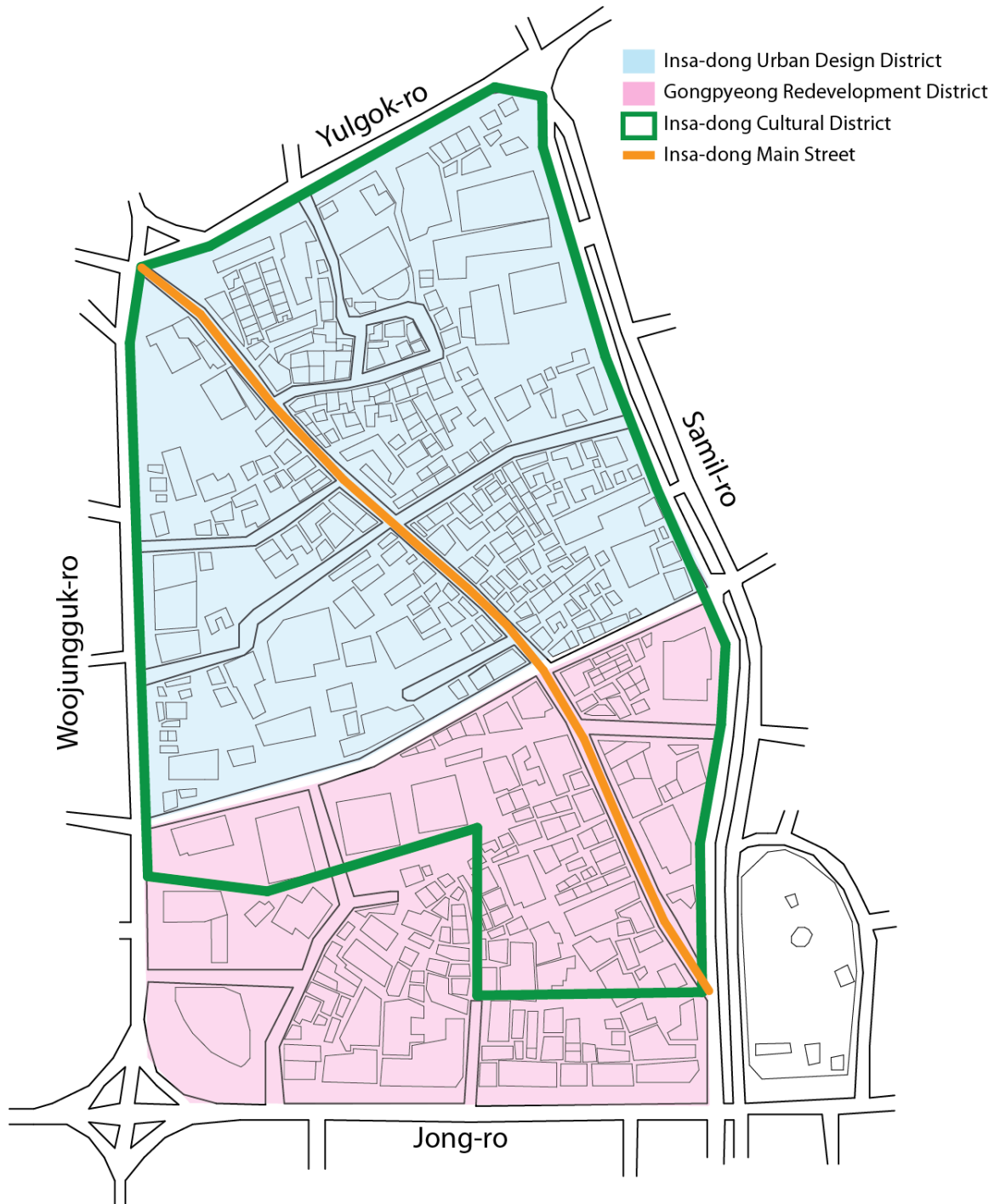


Figure 4-1-3. Map of Insa-dong
Indicate boundary of Insa-dong and urban planning districts.
(Source: Tai, "Conservation of the Historicity.")

Insa-dong is surrounded by many famous and historically important places. To the north is Samchong-dong and Buk-chon, where are traditional residential districts; with many small unique restaurants; to the south is Chonggye-stream, which is a main stream in Seoul and has cultural and historical meanings; to the east is Nakwon instrument retail shop, which is the biggest instrument shop in South Korea; and to the west is Kyungbok Palace, the main and central palace of the Joseon Dynasty Period (1392-1910) (see 4.2.1).

Insa-dong has a main street that pass through the middle of the district from the southeast to the northwest and a multitude of alleys spread from the main street. The main street and alleys have been kept the original appearance mostly since the Joseon Dynasty Period²⁹. In every weekend, vehicles are controlled and cannot access to the streets in Insa-dong area so that people can enjoy unique shops and restaurants more conveniently. Various events are operated at the Insa-dong, and many families, friends, kids and visitors can deeply enjoy the culture, history, and tradition of Insa-dong. Because Insa-dong is the most historical and traditional neighborhood in the heart of Seoul, the place is worthy of preservation.

The figure 4-1-4 on next page shows the overall view and image of Insa-dong. The pictures on the left top and left bottom show modern commercial buildings, and right top shows the traditional restaurant of Hanok. The right bottom are showing traditional souvenirs.

²⁹ Jin-sung Lee, "Streets and alleys more than 500 years in places-Time travel to streets in old Seoul," *CBS No cut news*, May 24, 2013, accessed September 23, 2013, <http://www.nocutnews.co.kr/Show.asp?IDX=2503172>.

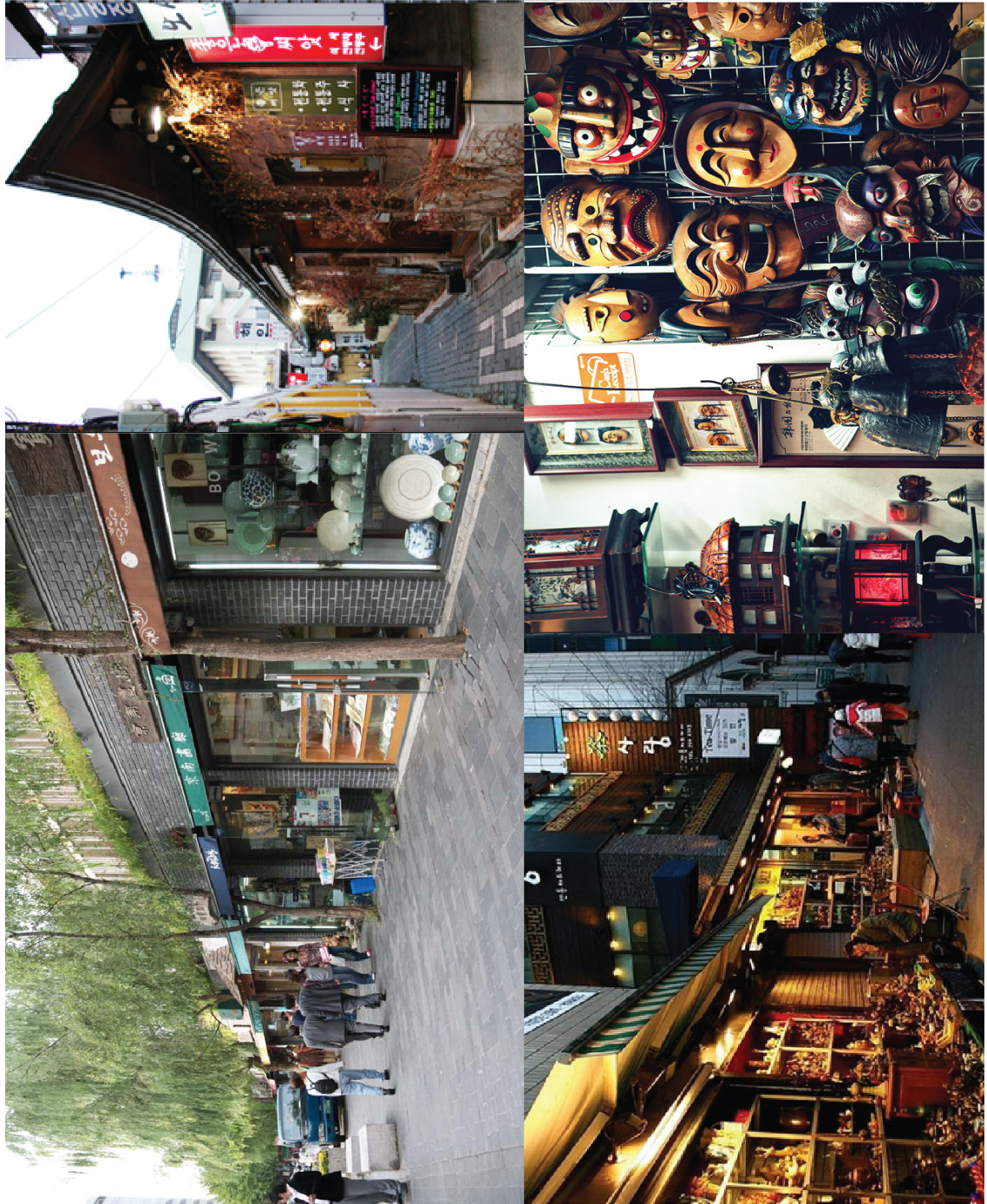


Figure 4-1-4. Overview of Insa-dong

(Source (left top, bottom, and right top, bottom): "Insa-dong, no.4957," Yun's free photobook, accessed November 30, 2013, <http://www.yunphoto.net/jp/photobase/yp4957.html>. Yimae, "At Insa-dong," May 3, 2008, The Sangtoo Blog, http://blog.joins.com/media/folderlists/asp?uid=kimwoan&folder=1&list_id=9505074. Joon's, "Insa-dong where the old is more beautiful #1," January 16, 2008, The Joon's Blog, <http://azeizle.tistory.com/entry/옛것이-더-아름다운-인사동-거리>. Anda, "(Insa-dong) why do women like Ssamzi?," February 11, 2011, The Anda Blog, <http://shlim1219.tistory.com/216>.)

4.2 History of Insa-dong

4.2.1 The Joseon Dynasty period (1392-1910)

During the Joseon Dynasty period ('the Joseon'), Insa-dong was the center point of the politics and economy of the country. Located between two main palaces, that of Kyungbok palace to the west and Changgyung palace to the east, Insa-dong was created as a residential area for people with power and wealth. Insa-dong was originally two towns whose names ended in the syllables "In" and "Sa". The current name of Insa-dong came from these words, and the name has been called since the change of administrative district in 1914. They were divided by a stream which ran along Insa-dong's current main street.³⁰

4.2.2 Japanese colonial era (1910-1945)

When the Japanese dominated the Joseon, many of the powerful and wealthy high classes began to collapse. With this situation, their sites of big size at Insa-dong were divided into small sizes and the place had been changed to new group of residential area with Gae-ryang Hanok (Improved Korean Traditional Housing) (see 4.3.3), which had been built from 1920's to 1960's in the cities, especially in Seoul³¹. With the collapse of high classes, rich antique pieces such as old paints and china flew into the Insa-dong street, and antique started at the Insa-dong. From this period many antique shops, and traditional

³⁰ John Krich, "Decision to Stop Building in Insadong Triggers a Battle Over What to Save," *The Wall Street Journal* (2000-04-07).

"Insadong," Encyclopedia of Korean Culture, accessed November 20, 2013, <http://encykorea.aks.ac.kr/Contents/Index>.

³¹ In-ho Song, "A Study on the Plan Types of Urban Traditional Housing-the case of Ga-hoe dong traditional residential district-," *Architectural Research* v.14 n.1 (February 1998): 62.

restaurants were established , and Insa-dong eventually revealed the current shape of an antique shop district. (See Figure 4-2-3)

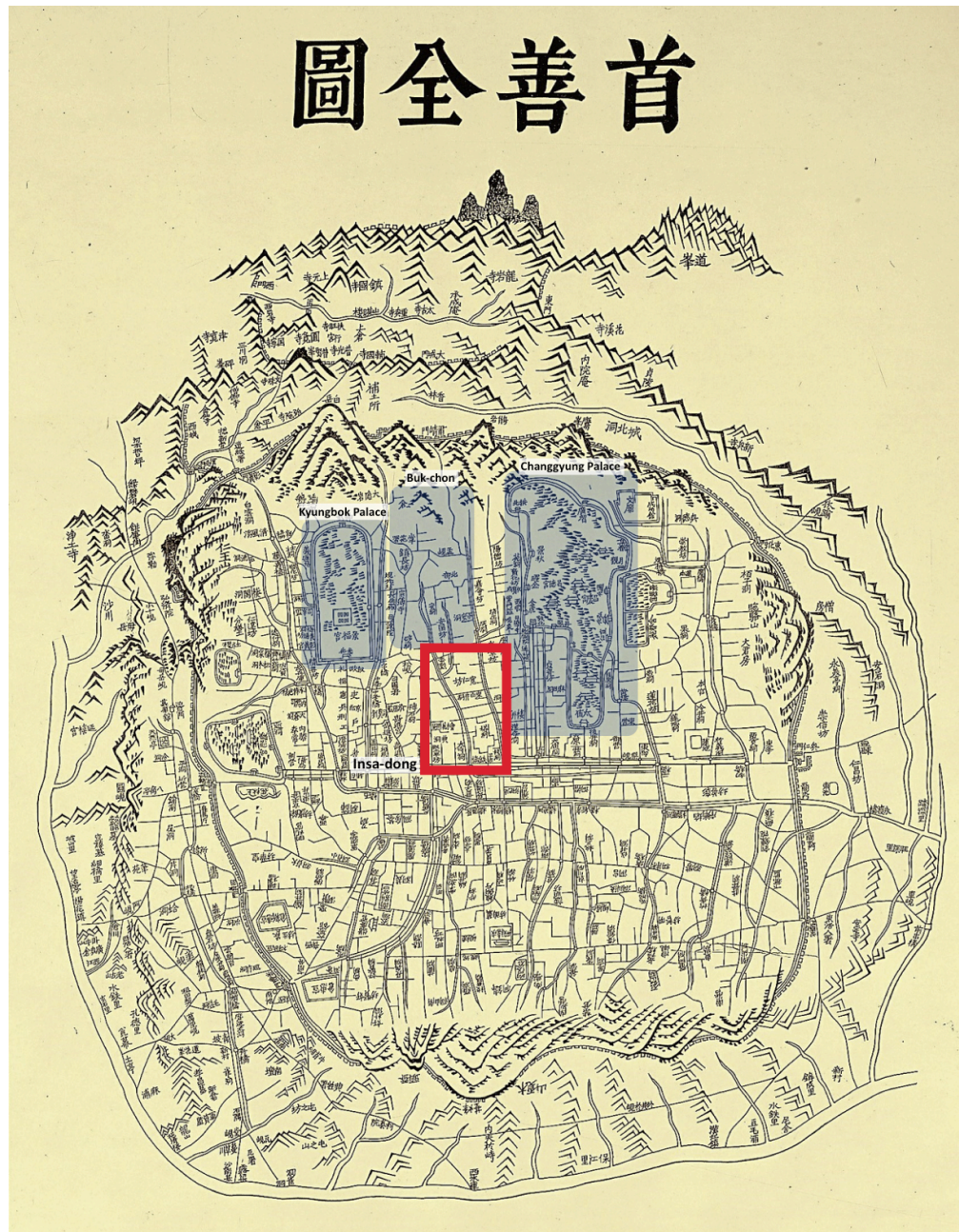


Figure 4-2-1. Map of old Seoul (Soosunjeondo), 1840

Indicate the location of Insa-dong in old Seoul and surrounding Kyungbok Palace, Changgyung Palace, and Buk-chon.

(Source: "Soosunjeondo," National Museum of Korea, accessed September 10, 2013, <http://www.museum.go.kr/program/relic/relicDetail.jsp?menuID=001005002001&relicID=885&relicDetailID=3537&naver=Y.>)

At this period, Insa-dong also was a key place and a start point of independent movement. Some of places in Insa-dong were used for 3.1 Movement-the most important independent movement that occurred March 1, 1919, which is now a national holiday. Seungdong church was the place where the Declaration of Independence was printed, and Taehwa house was the place where 33 of representatives announced the Declaration of Independence (See Table 4-4-1).

4.2.3 1945-1970's

After the end of World War II the Korean War occurred sequentially, and the war ended up ceasefire agreement in 1950. Although many properties in cities were destroyed, the buildings in the Insa-dong area, luckily, were not heavily damaged. Only some Hanok houses were restored. Small retail shops had been newly opened at this area as well. In 1960's trades of high quality antiques by Japanese increased and the Insa-dong became a luxury antique shop district. With continuous development as an antique district, painting related businesses such as mounters and paper shops had opened to this district. High-class traditional restaurants and tea houses also stood there. With the start of the creation of the first modern art gallery, the Hyun-dae gallery in Insa-dong in 1970, many galleries have opened at this area continuously. The Insa-dong became a representative street of art and culture with antique and tradition. At this time, tall buildings had been established in the area and the main roads around the Insa-dong were widened. New roads that pass through the middle of the Insa-dong from west to east were created between 1950 and 1960. (See Figure 4-2-3)

4.2.4 1980's

For the Insa-dong this period was the time to settle down as a key place of tradition, culture, and art. Not only luxury antique shops and restaurants, but also traditional teahouses, pubs, restaurants for the public had been popular. Insa-dong was called the main spot of popular culture as well from this period. However, city redevelopment movements influenced the Insa-dong, and the south part of Insa-dong was initiated to redevelopment project. Large scale of business buildings were established through some parts of the streets, and because of that, traditional Hanok houses were demolished. With these, the development pressure flooded into the Insa-dong district. Visitors from outside of the country still came, so the city of Seoul designated the place a 'traditional-cultural street' in 1988.

4.2.5 1990's

Insa-dong in the 1990's can be described one of the most famous attractions in Seoul based on its culture and tradition. For vitalizing Insa-dong area and attracting more visitors to increase economic condition, 'No vehicle street' (1997) and culture festivals (see Figure 4-2-2) were initiated. However, these projects resulted in a rapid increase of shops and restaurants as well, and rent and land prices increased. Appearance of low quality products and intrusion of non-traditional shops or restaurants that would harm the image of Insa-dong also occurred. These kinds of changes resulted in conflicts between the value of development and cultural historic preservation. Press and civic group initiated preservation movement, and Insa-dong tried to focus on preservation than development.

This was the start of preservation in Insa-dong. In 1999, the city of Seoul temporarily prohibited new construction in the Insa-dong area and ordered the master plan of Insa-dong to be written.



Figure 4-2-2. Cultural festival
Showing Sunchang's traditional parade
(Source: "Sunchang," Flickr, accessed November 29, 2013,
[http://www.flickr.com/photos/sunchang_photo/8062305295/in/photostream/.](http://www.flickr.com/photos/sunchang_photo/8062305295/in/photostream/))

4.2.6 Current (After 2000)

After 2000, Insa-dong began to focus on preservation and had been trying to fix the problems occurred due to the pressure of development. Removing traditional shops, restaurants, and Hanok had threatened the identity of Insa-dong. To resist from these kinds of changes and developments, and protect tradition and culture at this area, the city of Seoul designated the Insa-dong a 'Cultural District (see 4.2.2)' in 2002 as a new type of area management method. It is believed that designation of the 'Cultural district' will show the

way to protect the history and culture of Insa-dong properly, and to maintain the identity of the area continuously.



Figure 4-2-3. Change of the land in Insa-dong (Left to right: 1910, 1921, 1959)
Map of 1910 shows the shape of roads that are almost same with current Insa-dong (red and orange lines). Purple rectangular on the 1910 and 1921 map shows the change of land size to small. Some big size lands were divided up and lands became smaller than 1910. The blue rectangular shows the increase of buildings and the green line shows new road passing through the middle of Insa-dong.
(Source: (1910) Mi-yeong Park, "A study of the field of metropolitan architecture-A design on Insa Cultural Arts center" (Master Thesis, Hanyang University, 2007), 24. (1921) A study of the field of metropolitan architecture, p24. (1959)A study of the field of metropolitan architecture, p25.)

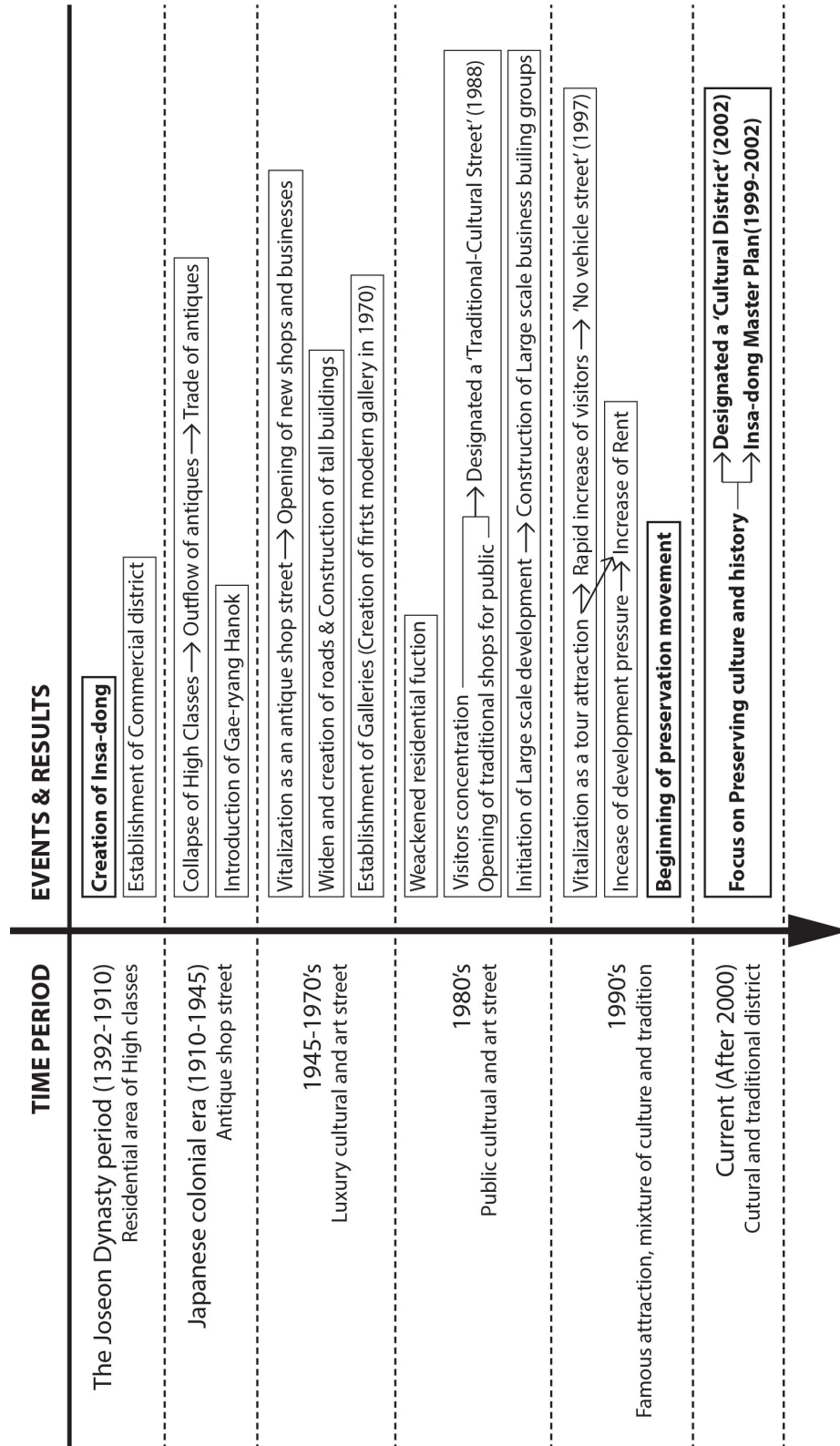


Figure 4-2-4. History of Insa-dong

4.3 Architectural History

4.3.1 Architectural History in Seoul and Insa-dong

Architecture in Korea had been rapidly changed for the past 100 years. In the 1920s, in process of Seoul being a modern city, Korean traditional houses (Traditional Hanok) altered for modern living. It is usually called Gae-ryang³² Hanok, which can be translated into improved Korean traditional house, and construction of Gye-ryang Hanok continued until 1960's. Experiencing industrialization in 1960's, Western-style houses (See 4.3.4) appeared in Korea from the end of 1960's. After that, due to concentration of population to cities and high density, detached houses were changed to apartment buildings or condominiums. Passing through these changes and by influencing from city development projects, many Hanoks were demolished and replaced with Western-style houses or apartment buildings. The most popular type of housing today in Korea is apartment building or condominium. Due to these changes, preserving the surviving Hanoks is crucial to preserving the sense of place in Insa-dong. As a representative housing type in old Seoul, the traditional Hanok houses embody Korea's history and culture and it demonstrates the residential identity of Korea as well.



Figure 4-3-1. Architectural History in Korea

³² "Gae-ryang" ('개량' in Korean) can be translated as "improved" or "modernized".

4.3.2 Traditional Hanok

Definition of Hanok

The word of 'Hanok' means Korean House in Korean because it is combination of 'Han' which means Korea and 'Ok' which means House. Also, Hanok means typical buildings in Korea in widely and a 'Giwa House' or a 'Residential House' in narrowly.³³ From this translation, Hanok can be any building in Korea no matter that is a modern style building. Even academically, the accurate meaning of Hanok is not defined so the definition of Hanok is still ambiguous.

When you track the history of the word Hanok, it can be found that the word was first appeared in 1907 in the government's document of census³⁴. In the document, Hanok was written at rough map and it was used for explaining opposite concept to new kinds of buildings such as school that appeared after the opening of a port. After that, Hanok had not used until 1975. Hanok was reused by being registered in *Samsung big new-Korean dictionary*³⁵ in 1975 with the description of the word that calls the house, opposite to Western-style house (See 4.3.3), which is built with Korean traditional way. Especially after 1970's, when Western-style houses or apartments were shown, the way of residence was changed. Due to that, Hanok became to be used popularly for making a distinction between Korean-style houses and Western-style houses.³⁶

³³ Younghun Shin and Daeyeok Kim, *Our Hanok what we should know* (Hyeonam, 2006).

³⁴ 가사에 관한 조복문서 (in Korea) that was written in April 23, 2013.

³⁵ Gichul Shin and Yongchul Shin, *Big new-Korean dictionary* (Samsung, 1975).

³⁶ Ministry of Land, Infrastructure, and Transport, "Appearance of the word Hanok," *The City Love Blog*, April 2, 2009, http://blog.naver.com/city_style/60065290111. (The Post on the 'Ministry of Land, Transport and Maritime Affairs, A Study on infrastructure to industrialize Hanok buildings, July, 2008.')

The definition of Hanok also can be found in laws. According to Enforcement Decree of the Building Act in Korea³⁷, which is the most powerful law that describes Hanok, Hanok means a building and an attached building that Korean traditional style of architecture is reflected. Also it is composed of wooden posts and beams and Korean traditional style of roof; generally Giwa³⁸ roofing and rice straw roofing were used (Figure 4-3-2), and finished with nature materials such as Giwa, rice straw, wood, and soil. In some municipalities, they explain Hanok in their ordinances. (Table 4-3-1) Although the definition can differ according to their purposes and characteristics of cities, basically all of them describe Hanok as a building with wooden main structure and Giwa roofing.³⁹

Ordinance	Definition of Hanok
Seoul City Ordinance for supporting Hanok No.2-1 (Enactment: May 20, 2002)	<i>Hanok</i> means a building and an attached building that have Korean unique and traditional beauty among the buildings with wooden main structure and Giwa roofing.
Jeonju City Ordinance for supporting Hanok preservation NO. 2-2 (Enactment: February 15, 2002)	<i>Hanok</i> means a building, a front gate, and a fence that are built with Korean traditional style of architecture with Giwa roofing and wooden structure.
Kyeongju City Ordinance for architecture No. 31-2	<i>Hanok</i> means a building with Korean traditional style of roof.
Mokpo City Ordinance for managing Hanok accommodation No. 2 (Enactment: August 7, 2006)	<i>Hanok accommodation</i> means an accommodation building and additional facilities that built with Korean traditional style of architecture.
Yeosu City Ordinance for subsidy supporting for Hanok No. 2 (Enactment: May 31, 2007)	<i>Hanok</i> means a building and an attached building with wooden main structure and Giwa roofing.
Jeonnam Province Ordinance for supporting Hanok No. 2-1 (Enactment: December 29, 2005)	<i>Hanok</i> means a building and an attached building with wooden main structure and Giwa roofing.

Table 4-3-1. Definition of Hanok according to Municipal Ordinances

(Source: Ministry of Land, Transport and Maritime Affairs, A Study on infrastructure to industrialize.)

³⁷ Last amended by Presidential Decree No. 24884 of November 29, 2013.

The definition of Hanok (한옥, in Korean) is stated under the Enforcement Decree No. 2-16.

³⁸ A building element that is used for covering roofing surface. It is made by baking clay that is shaped using mould. There are a female Giwa and a male Giwa in Korea.

(Source: Encyclopedia of Korean Culture, s.v. “기와 (Giwa, in English),” accessed November 29, 2013 <http://encykorea.aks.ac.kr/Contents/Index>.

Korean Unabridged Dictionary Online, s.v. “기와 (Giwa, in English),” accessed November 29, 2013, <http://stdweb2.korean.go.kr/search/View.jsp>.)

In Asia many countries such as China or Japan also use Giwa for their traditional roofing, but the shape of Giwa is different in each country. In this thesis, Giwa indicates Korean style Giwa only.

³⁹ Ministry of Land, Infrastructure, and Transport, “Appearance of the word Hanok,” *The City Love Blog*, April 2, 2009, http://blog.naver.com/city_style/60065290111.

Hanok with Giwa roofing

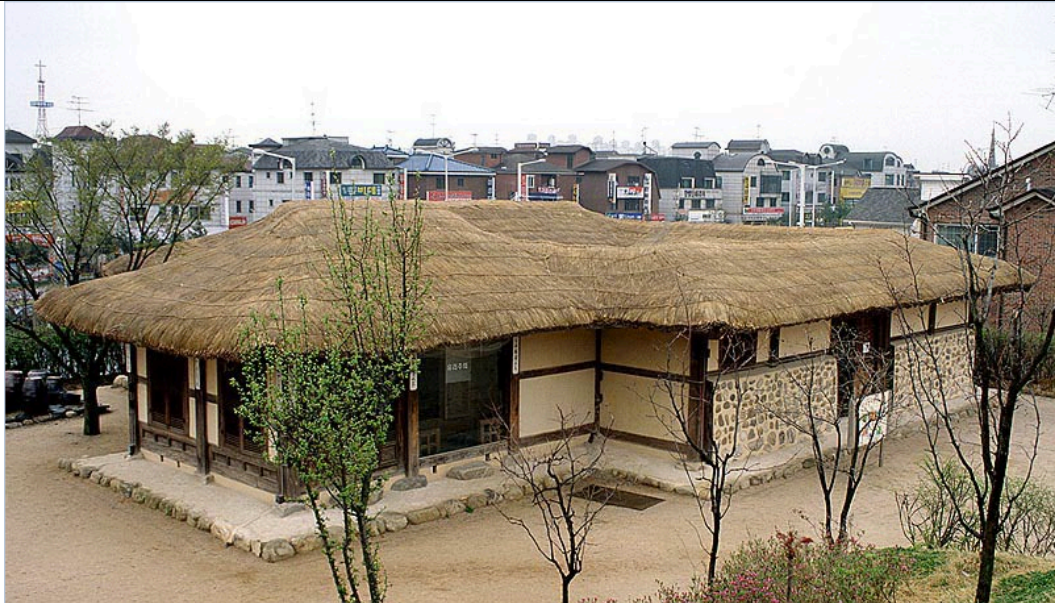


Roof covered with Giwa, Korean traditional roofing tile.

Picture: Yeomhaeng-dang House (built in 1418)

(Source: "Yeomhaeng-dong," Andong Hahoe folk village, accessed November 30, 2013, <http://www.hahoe.or.kr/>.)

Hanok with rice straw roofing



Roof covered with plaiting rice straw.

Picture: Ilsan-eup Bamgasi Choga House (Built in the Joseon Dynasty Period)

(Source: Doopedia, s.v. "Ilsan-eup Bamgasi Choga," accessed November 30, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000765639.)

Figure 4-3-2. Picture of Hanoks with Giwa roofing (above) and rice straw roofing (below)

In conclusion, Hanok, as an opposite meaning to modern and Western-style architecture, can be defined a residential house that is built with Korean traditional style of architecture and consist of wooden main structure and Korean traditional style of roof. However, from the above researches, many definitions describe Hanok as a Giwa roofing house. Shin and Kim, at the book *Our Hanok what we should know*, says Hanok means a Giwa house or a residential house. In the municipal ordinances, in Table 4-3-1, most of ordinances are indicating Hanok as a house with Giwa roofing. Also, Giwa roofing Hanoks last longer than rice straw roofing Hanoks so that most of Hanoks that are still left are Giwa Hanoks. Now People in Korea think of Giwa roofing house when someone use the work Hanok. So, for this thesis, Korean traditional style of roof is limited to Giwa roofing.

Structure of Hanok

Basic structure of Hanok consists of rafters, girder, Giwa, hip rafter, and eaves for the roof, and column and foundation stone for body. (See figure 4-3-3) Usually Daechung, big open spaced floor between room and room, is placed at the center of the house. Most of the structures are wood except roof tiles (made of soil, See footnote 7) and foundation stones, and, in traditional way, they are used unprocessed. Walls are made of mixture of soil and rice straw. Doors, window frames, and Daechung are also made of wood. Hanji, traditional Korean paper handmade from mulberry trees, is put on the window. The floor of room is covered with Hanji and bean oil on the top. Bean oil makes the floor glossy and waterproof.⁴⁰ Some families have fence around the house. It was made of stone and soil, and there was Giwa decoration on top of the wall in many cases. (Figure 4-3-4)

⁴⁰ Doopedia, s.v. "Hanok," accessed November 28, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000767782.

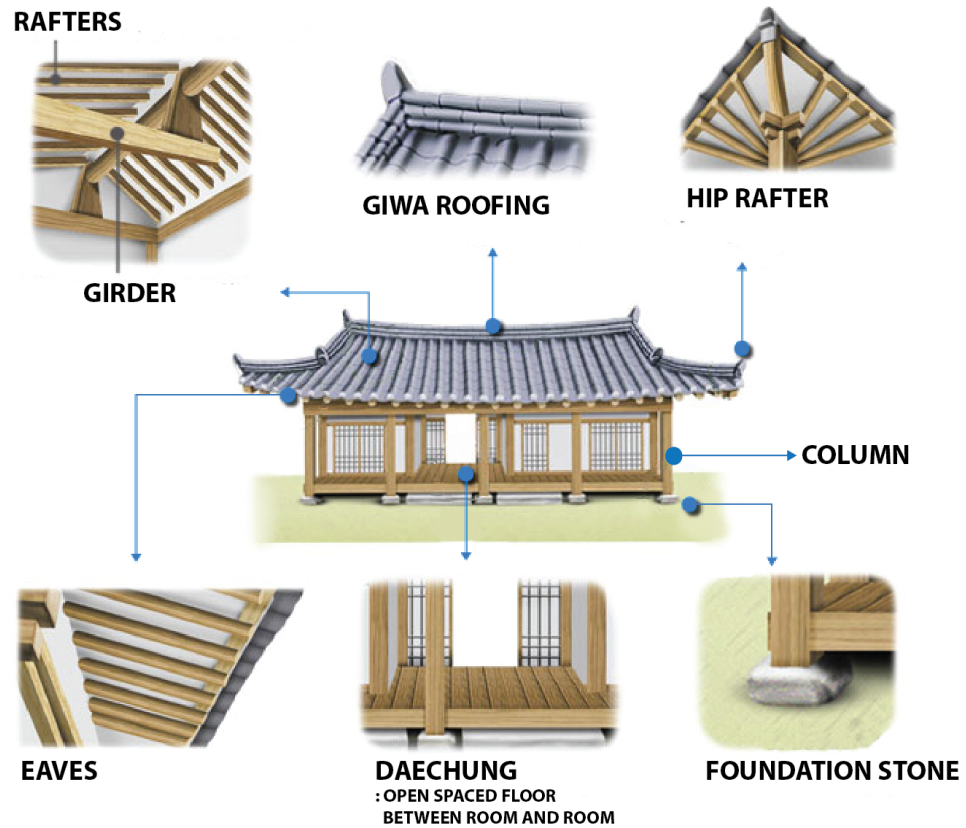


Figure 4-3-3. Structure of Hanok
(Source: Doopedia, s.v. "Hanok.")



Figure 4-3-4. Fence of Hanok
(Source: Doopedia, s.v. "Sanchung Namsa old fence," accessed November 30, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000911093.)

Character of Hanok

The most distinctive character of Hanok is that Hanok has Ondol and Daechung which help to endure cold winter and hot summer. Ondol is a traditional heating system that is installed under the floor and makes the floor warm. Ondol system is still being used as a heating system in modern houses. Dacehung is a kind of living room, but open to outside. It is between living room and terrace. The usage of Daechung is close to living room, but by opening the space, air can pass through and circulate the house during the summer so that the house becomes cooler. Due to the role of Daechung, the floor plan of Hanok differs according to the region. (Figure 4-3-5) In the north, rooms are attached each other and there is no Daechung in the house since it is cold. In the south, Daechung is large and placed at the center of the House, and there are many windows and doors. In the center, same as the south region, Daechung is located at the center of the House, but it is smaller. Also, there are only a few windows comparing to those of south area's house.⁴¹

Unlike cement or brick houses whose walls are main structure, Hanok is available to stand by main structure only and the wooden construction, without walls, can be an independent building just like old Roman or Greek temples. (Figure 4-3-6) Since it stands with a few columns, construction of Hanok is fast and simple relatively. Also, even after finishing construction, it is easy to change its floor plan because walls are not necessary to support the house.

⁴¹ "Hanok," Land Use Regulations Information System, accessed November 30, 2013, <http://luris.mltm.go.kr/web/actreg/lawlanguage/WebLawLanguageView.jsp?termsNo=00530&termsIndexNm=search#>.

Traditional Hanok is using natural materials only. The only materials that are necessary for Hanok are wood, soil, stone, and rice straw. All of those can be easily acquired in the vicinity. These are used without any process or by mixing some materials together. Giwa, wall, and window paper are features that need work from raw materials. It was cheap to build with natural materials at the time when Hanok was the main type of housing. But now building Hanok with original materials and original technology is more expensive than building a modern house.

Hanok has beautiful curving line on its roof. This was designed to be in harmony with nature environment. Nature such as mountain does not composed of straight lines or flat sides, and they are rather curved or three-dimensional. So the design of Hanok and roof was the result of the thinking that people should live together with nature and should not harm nature, and this was the philosophy of old Korean.

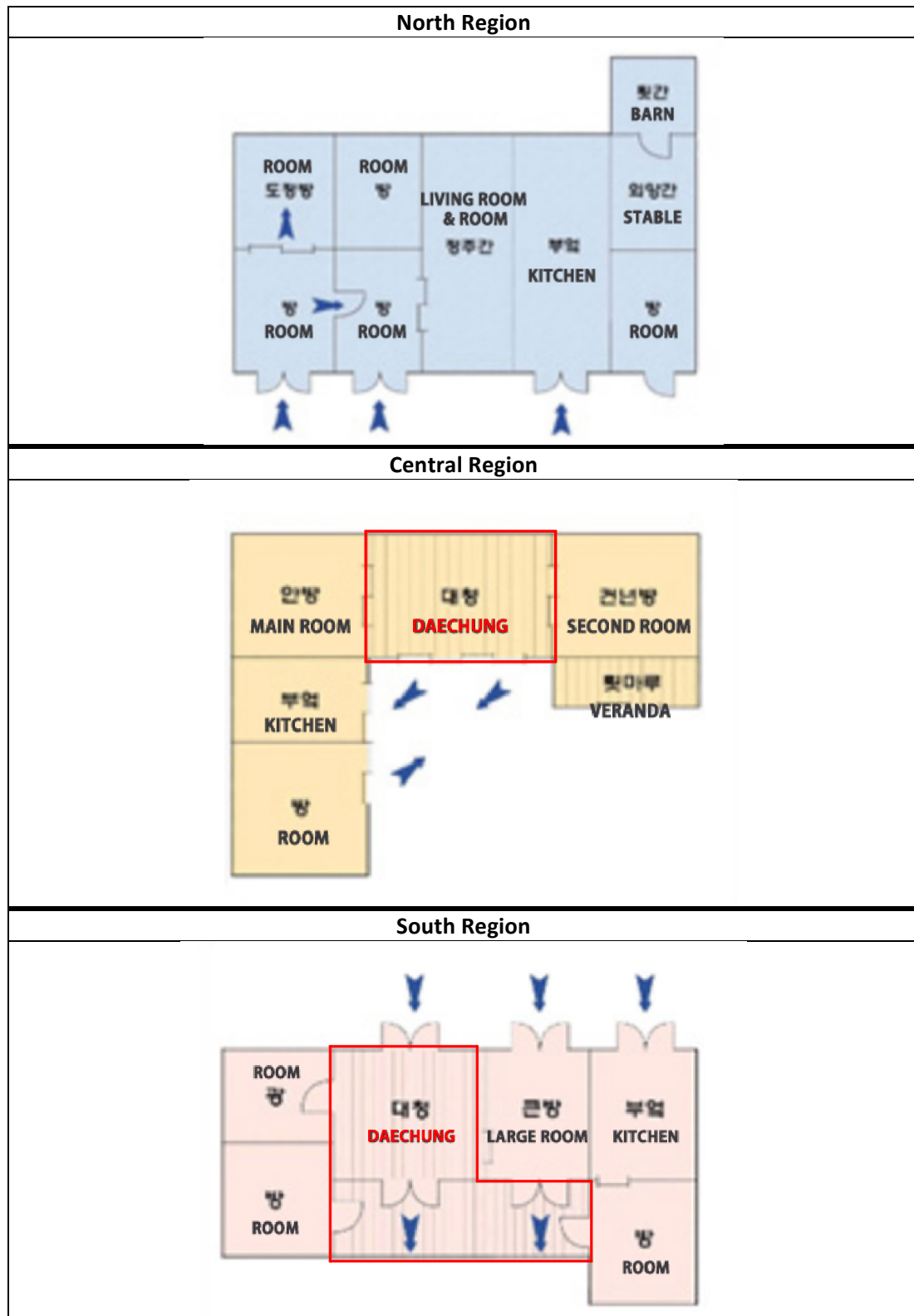


Figure 4-3-5. Floor plan of Hanok of each region
(Source: "Hanok," Land Use Regulations Information System.)



Hanok with main structure only (Byeoksongjung)

Source: Doopedia, s.v. "Byeoksongjung," accessed December 1, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000772807.



Greek temple with marble columns (Parthenon)

Source: Doopedia, s.v. "Parthenon," accessed December 1, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000864067.

Figure 4-3-6. Hanok with main structure (above) and Greek temple with marble columns (below)
 Showing both of architectures that are standing only by columns.

4.3.3 Gae-ryang Hanok

There is no exact definition of Gae-ryang Hanok. Even the word Gae-ryang Hanok is not an official word, so it can be replaced to Modernized Hanok or Urbanized Hanok. Gae-ryang Hanok, which were constructed intensively from the 1920's to 1960's, is the house that has the characteristics of the original Hanok but partly improved to fit to modern life style. According to Song⁴², he said Gae-ryang Hanok means the house that evolved to the new type of urban house in the process of being adapted to modern cities with maintaining the appearance of traditional Hanok.

The differences of the Gae-ryang Hanok from the traditional Hanok are the change of materials, some additions, and the change of floor plan. The Gae-ryang Hanok is using new materials such as cement, brick, or glass. Cement or bricks are used for the part of the walls. Hanji, Korean paper (see 4.3.2), is replaced to glass for windows. Giwa, the roofing tile (see 4.3.2), also changed to modernized Giwa. Modernized Giwa is almost same as the appearance of the traditional Giwa but lighter, durable, even in color, and cheap⁴³. Glassed doors are installed at the Daechung (see 4.3.2). (Figure 4-3-7) Daechung is originally an open space so it works as a place between living room and veranda. However, by installing doors, Daechung became completely a living room. Extension of eaves by adding steel brim is also one difference.⁴⁴ Contrary to the traditional Hanok, Gae-ryang Hanoks are arranged close each other⁴⁵.

⁴² Inho-song, "An urbanized Hanok and a multiplex housing," *Monthly Architectural Culture* (November, 2002).

⁴³ Gazet51, "Trip for Finding Korean Giwa," "The Doksusanbang constructing house," November 2, 2011, <http://blog.naver.com/gazet51?Redirect=Log&logNo=110150959381>.

⁴⁴ Myeongduk Park, "Hanok," *The series of housekeeping know-how 207* (Sallim, 2005).

⁴⁵ Goddur, "Newly appeared modern housing type-urbanized Hanok," The Dauri Blog, November 17, 2011, <http://blog.naver.com/goddur?Redirect=Log&logNo=10124410332>.

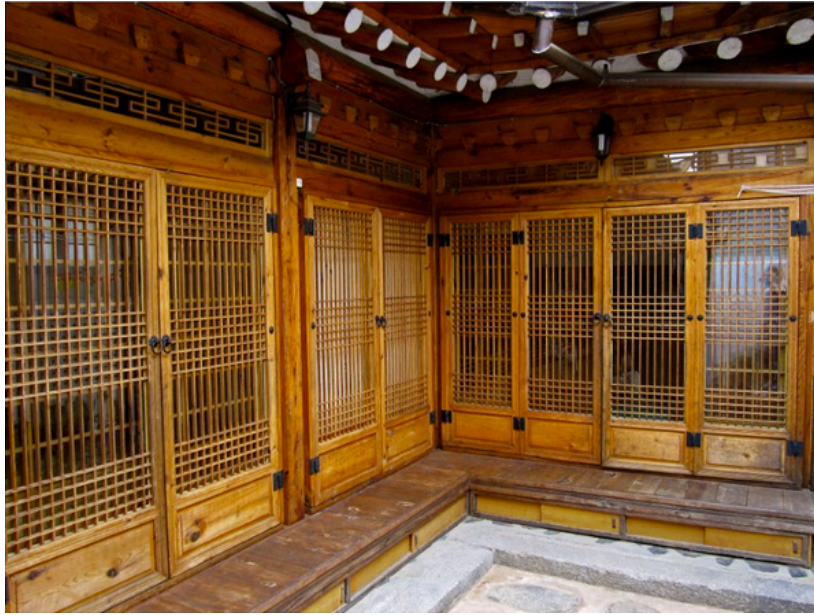


Figure 4-3-7. Glassed door installed at Daechung
(Source: "View of Myeonggajae," Myeonggajae guesthouse, accessed December 2, 2013, http://www.chicagomanualofstyle.org/tools_citationguide.html.)

In addition, a fence or an exterior wall of Gae-ryang Hanok are different with traditional Hanok. If there is a fence around the Gae-ryang Hanok, it is usually made of stone and brick. If there isn't a fence, an exterior wall works as a fence and it also is made of stone and brick. (Figure 4-3-8)



Figure 4-3-8. Fence and exterior wall of Gae-ryang Hanok
(Source: Doopeida, s.v. "Bukchon Hanok Village," accessed December 1, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000870373.)



Figure 4-3-9. Model of a representative appearance of Gae-ryang Hanok
(Source: Goddur, "Newly appeared modern housing type-urbanized Hanok," The Dauri Blog, November 17, 2011, <http://blog.naver.com/goddur?Redirect=Log&logNo=10124410332>.)

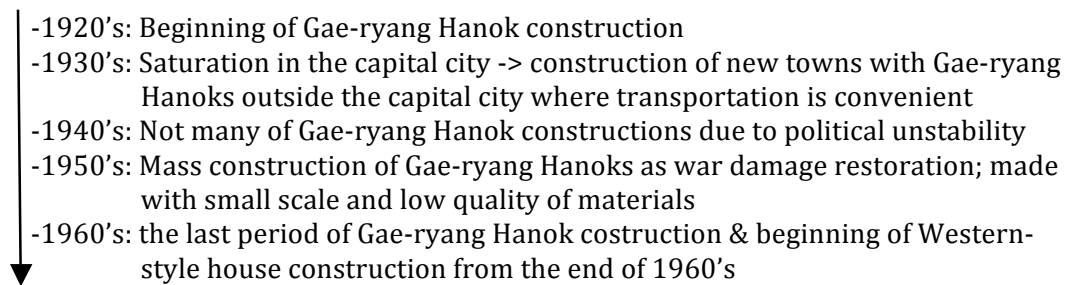
Gae-ryang Hanoks were usually built as a group, and then developed residential districts. After 2000, Korea was aware of value of Gae-ryang Hanok and the historical view from the concentration of Gae-ryang Hanoks. Gae-ryang Hanok itself and the residential district of Gae-ryang Hanok are important historically and culturally in Korea's architectural history since they are containing features of Korean traditional housing, which are rare today, and forming a view of historic city. Gae-ryang Hanok residential area is the oldest form of neighborhood in Seoul and has a unique scenery.

Formation of Gae-ryang Hanok Residential District

Most of Hanok residential areas were constructed during the city modernization era, which began from the end of the Joseon, when the city performed mass production of Gae-ryang Hanoks, even though some districts were formed naturally. Gae-ryang Hanok is also called urbanized Hanok and most of Gae-ryang Hanoks were built in cities with being

improved to fit in urban life. These were supplied by modern mass production system with concepts of hygiene, affordable, supply expansion, and so on.⁴⁶ Construction of Gae-ryang Hanoks around 1920's was mainly for solving hygiene problem and improving housing quality. Around 1930's and after that, Gae-ryang Hanoks were built for meeting increasing demand for a house.

Timeline of Gae-ryang Hanok residential district is as below:

- 
- 1920's: Beginning of Gae-ryang Hanok construction
 - 1930's: Saturation in the capital city -> construction of new towns with Gae-ryang Hanoks outside the capital city where transportation is convenient
 - 1940's: Not many of Gae-ryang Hanok constructions due to political instability
 - 1950's: Mass construction of Gae-ryang Hanoks as war damage restoration; made with small scale and low quality of materials
 - 1960's: the last period of Gae-ryang Hanok construction & beginning of Western-style house construction from the end of 1960's

Gae-ryang Hanok Residential District in Insa-dong

Insa-dong was a luxury residential area where person of power lived in large-sized houses until the Joseon. However, with collapse of these high classes during Japanese colonial era, large-sized lands owned by high classes in Insa-dong begun to be divided up some small-sized lands and be developed around 1930 by housing providers and the place had been built a group of Gae-ryang Hanok residential area mainly consisting of small and medium-sized Gae-ryang Hanoks. By formatting a residential area with old residential houses located small-sized lands along to the street and newly constructed Hanoks, streets in Insa-dong area shows a characteristic of expanding small streets from original roads built

⁴⁶ Seoul Development Institute, *Proposed Policy Guidelines for Preserving Hanok Residence in Seoul 2006-R-04* (Seoul, 2006), 14.

in the Joseon.⁴⁷ By a report⁴⁸, the construction of Gae-ryang Hanoks in Insa-dong area can be classified to two categories; 1) Change by dividing up lands of large-sized houses, 2) Group construction of Gae-ryang Hanoks. See Figure 4-3-10 for examples.

Construction of Gae-ryang Hanok Residential areas in Insa-dong

(Source: Original map from Insa-dong Master Plan by City of Seoul, 2002)

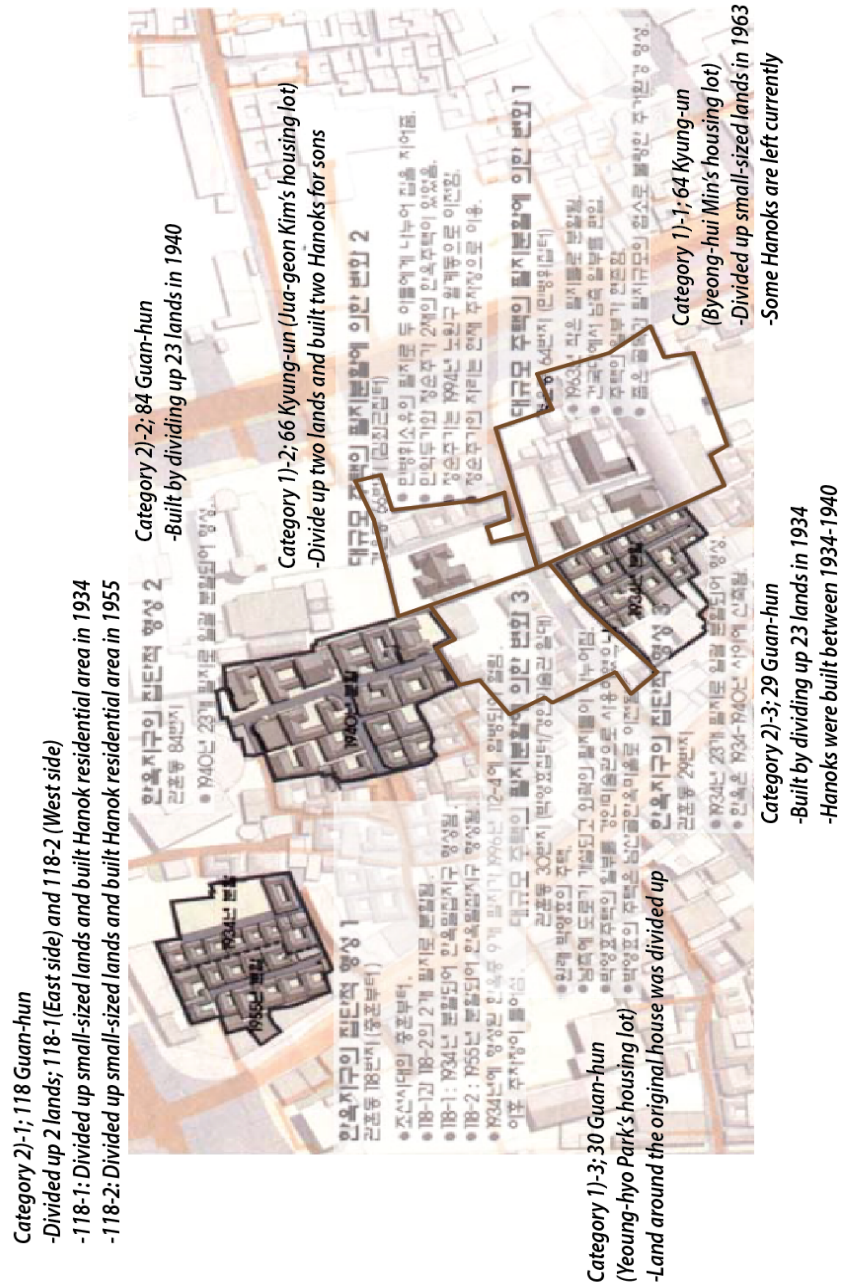


Figure 4-3-10. Construction of Gae-ryang Hanok Residential areas in Insa-dong
(Source: Insa-dong Master Plan, 2002, translated by the author)

⁴⁷ Seoul Development Institute, *Proposed Policy Guidelines for Preserving Hanok Residence in Seoul 2006-R-04* (Seoul, 2006), 22.

⁴⁸ City of Seoul, Insa-dong Master Plan (2002).

There are about 20,000 Hanoks left in Seoul according to the city's report in 2006⁴⁹. Among them, Jongno-Gu, where Insa-dong is included, has the largest number of Hanoks (5,178) in its area, and that occupies 28.4% of the whole Hanoks in Seoul. Especially, Insa-dong and the surrounding area contain the largest number of Hanoks (875) which are still left in the city center. Also, Hanoks in Insa-dong area are valuable because those are locating concentrated as same as the original formation when Gae-ryang Hanok residential districts were first constructed around 1930s-1940s. There are about 100 Hanok concentraton areas in Seoul and Insa-dong is one of them. The percentage of Hanoks inside the Gae-ryang Hanok concentration area in Insa-dong is almost 50%. Considering that Insa-dong is located in the center of city and has been changed to commercial area with large-sized office buildings, the remaining of Hanok concentration area and the Hanok ratio of 50% is an important record in historically and architecturally. Figure 4-3-11 shows the remaining Gae-ryang Hanoks and Gae-ryang Hanok concentration area in Insa-dong.

Although Gae-ryang Hanoks were originally built for residence purpose, the use has been changed in some places depending on time, circumstance, and character of location. Insa-dong also is one of those places. Most of Insa-dong Hanoks changed its purpose from residencial to commercial and the place has been turned into traditional shopping district. An area like this should better to protect historic Hanoks and keep develop as a well-preserved Hanok commercial district rather than to get back to its original use of residential area with changing all the things.

⁴⁹ Seoul Development Institute, *Proposed Policy Guidelines*.



Figure 4-3-11. Gae-ryang Hanok and Gae-ryang Hanok concentration area in Insa-dong
(Source: Seoul Development Institute, Preserving Hanok Residence (2006) & Google Aerial map)

4.3.4 Modern House (Western-style detached house and Apartment)

After the World War II, the economy of Korea had shown stable growing, and Western-style detached houses replaced Hanoks since it was considered modern house of quality. However, due to the World economy experiencing Oil Shock in 1970s, the economy of Korea also got into depression. For resolving the economic crisis, the government tried to improve foundation of industry, and the support was focused on heavy chemical industry. The industrial foundation fund came from in and out of the country, and it caused inflation. Again, it was connected to soaring of prices of lands and houses. In this process, apartment construction surged to increase effectiveness of land using and housing supply. In spite of the rapid increase of apartments in Seoul, detached houses were still main type of residential housing. But the formation of the house was changed from 1960s to 1970s, and to 1980s.⁵⁰ The difference of 1970's detached house comparing to before is generalization of two-floor houses, use of basement as residential space, enlargement of living room, generalization of a flush toilet, and change of heating system.⁵¹

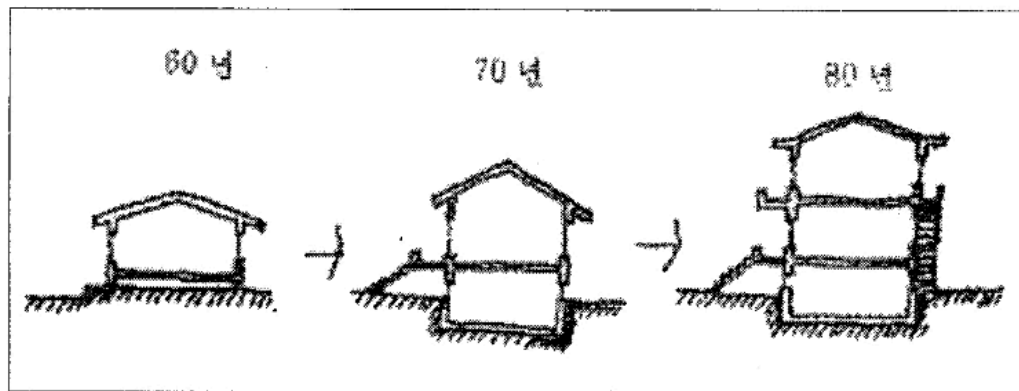


Figure 4-3-12. Change of modern housing structure
(Source: Yonghun Cho, "A study on the transition of urban dwelling unit in Korea" (Master diss., Seoul National University, 1984).

⁵⁰ Sungtae Kim, "A Study on the Hanyang Housing in Eunpyeong-gu, Seoul" (Master diss., Seoul City University, 2004).

⁵¹ Segwan Son et al., *Spatial change of Seoul in 20th century* (Seoul Development Institute, 2001), 272-283.



Figure 4-3-13. Western-style houses

(Source (left top, right top, and bottom):

Keoseo, "Are you coming to Kyungnam provincial government building to see the governor Dugwan Kim," July 6, 2010, The geodaran blog, <http://geodaran.com/1808>.

Spike, "Date course in Goyang City, Kyunggi Province available with ten dollars," October 26, 2011, The spike blog, <http://blog.daum.net/softmanman/7086164>.

Ham6051, Gamcheon town, Busan City," November 15, 2013, The ham6051 Blog, <http://blog.naver.com/ham6051?Redirect=Log&logNo=150179484966>.)



Figure 4-3-14. Apartment buildings
(Source: "Hanam eco town," Dongyang Engineering & Construction Corp., accessed December 3, 2013, http://www.dongyangex.co.kr/business/building_detail01.asp?cPage=1&category=QIMxMTE=.)



Figure 4-3-15. View of Western-style houses and apartment buildings
(Source: Gogo Busan, "Old alleys resemble father's face," December 6, 2011, The cool Busan blog (Busan City's official blog), <http://blog.busan.go.kr/129.>)

The appearance of modern houses, including design, structure, and materials, is totally different with traditional Hanok and Gae-ryang Hanok. The roof of Western-style houses is flat or made of slate. They don't use natural materials such as wood, soil, or stone to construct the houses. Western-style houses are using bricks, cement, or slate for walls. Using of paint on the roof or walls is one difference as well. The apartment building is different type of housing. It is a multiplex housing to meet housing demands in the cities. Apartments are made of reinforced concrete and usually constructed as a group. It is a major type of housing in Korea today. (Figure 4-3-13, 14, 15)

4.3.5 Comparison of Traditional Hanok, Gae-ryang Hanok, and Modern house

Traditional Hanok was the major type of housing in Korea before 1920's. Between 1920's and 1960's, Gae-ryang Haonk existed as a main housing type by supplementing original Hanok's inconvenience and improving to more appropriate type for modern life. After that, modern houses which are Western-style houses and apartment buildings, have been built. Traditional Hanok and Gae-ryang Hanok have similar characteristics. Both housing were built with Giwa roofing, wooden structure, and wooden window frame and door. However, modern houses are built with cement, concrete, or reinforced steel.

Gae-ryang Hanok may not historic comparing to traditional Hanok, it shows culture and a residential type of Seoul in early 20th century well.⁵² Now Gae-ryang Hanok is considered historic by its time and worthy to be preserved with traditional Hanok.

⁵² Myeongduk Park, "Hanok," *The series of housekeeping know-how 207* (Sallim, 2005).




	CHARACTER	EXAMPLE
TRADITIONAL HANOK	<ul style="list-style-type: none"> -Giwa Roofing -Curved Eaves -Wooden Structure -Wooden Door and Window Frame -Korea Paper for Doors and Windows -Dae-chung -Natural Stone and Soil Foundation 	 <p><i>Chungpung Hwangsukri Old House</i></p> <ul style="list-style-type: none"> -Residential house of the Joseon Dynasty Period -Designated a City/Province level cultural property in 1981 by Chungbuk Province
GAE-RYANG HANOK	<ul style="list-style-type: none"> -Giwa Roofing -Curved Eaves -Wooden Structure -Wooden Door and Window Frame -Glass for Doors and Windows -Dae-chung with Doors Installed -Rectangular Stone Foundation 	 <p><i>Sang-don Seo's House</i></p> <ul style="list-style-type: none"> -Residential house of the Japanese Colonial Era -Considered as a cultural place by Daegu City
MODERN HOUSE	<ul style="list-style-type: none"> -Flat or Sloped Roofing with Slates tiles, or partial Use of Giwa -No curved Eaves -Brick or Concrete Structure -Aluminum Sash and Metal Doors -Glass for windows -No Dae-chung -Concrete Foundation 	 <p><i>Julia's House</i></p> <ul style="list-style-type: none"> -Residential house of after 1970's -Traditional two-floor red brick Western-style house in Seoul

Figure 4-3-16. Comparison of Hanok, Gae-ryang Hanok, and Modern house

(Source of pictures (above to below):

Doopedia, s.v. "Chungpoong Hwangsukri old house," accessed December 2, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000776408.
 Younghwan, "Daegu Sang-don Seo's House-the house of Japanese Colonial Era left in modern alley," *My Cultural Heritage Exploration Blog*, May 22, 2013, <http://younghwan12.tistory.com/4233>.
 Lstore, "Remodeling of a detached house in Korean way," *The L store Blog*, September 15, 2011, <http://blog.naver.com/PostView.nhn?blogId=lstore&logNo=40139121433>.)

4.4 Historic sites in Insa-dong and the surrounding area

In Korea, there is a system called 'Designated Cultural Properties' for preserving cultural heritage. The Designated Cultural Properties can be divided into National Designated Cultural Properties (designated by the Nation) and City-Province Designated

Cultural Properties (designated by the Metropolitan City or Province) according to the designating level (Figure 4-4-1), and tangible and intangible properties, monuments, and folk materials according to the types of properties. The Designated Cultural Properties are numbered in order of being designated. The criteria for Designated Cultural Properties are as below.⁵³

- Valuable in Historically, Academically, and Artistically or;
- Old built year and representing the period or;
- Use of extraordinary technic and rare examples or;
- Predominant feature of style, quality, material, and usage or;
- Related in special person or event

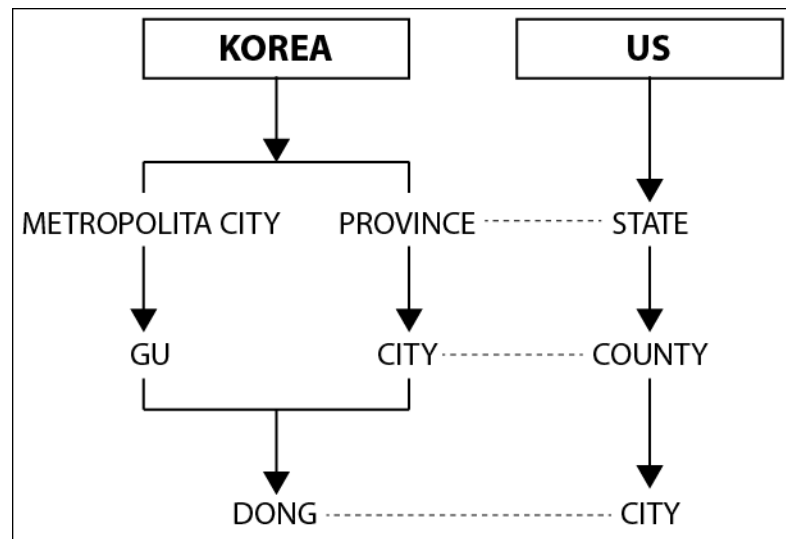


Figure 4-4-1. Administrative districts of Korea and United States

In Insa-dong and the around area, there are many historic sites, which are designated in ‘Designated Cultural Properties’ or related to special person and events or represent the built period. The Designated Cultural Properties in Insa-dong are tangible properties and folk materials designated by City-Province. Some of the historic sites still

⁵³ Moongak Park, “Designated Cultural Properties,” *Dictionary of current affairs and common knowledge* (PMG).

exist in the original place, but the others have demolished or have been moved to a different place. Since many high-classes lived in Insa-dong during the Joseon, we can find high-classes' magnificent houses or former sites of these kinds of houses at the area. Also, Insa-dong contains lots of historic sites that are related to important historic events of the modern era. The place was the beginning of some modern culture (Jangan theater, MBC radio station, Chosun newspaper office), political parties (Former site of Seobuk Academy, Former site of Old Shinmin party headquarter), and religions (Cheondogyo church, Chogyo temple).

	SITE	DESCRIPTION	NOTE
HISTORIC SITES	Woonhyun palace (운현궁)	-Heungsun Daewongun's private house -Restore in 1996 and open to public	-
	Former site of Guang-jo Cho's house (조광조 집터)	-Cho was a scholar at the Joseon and tried political reform	Demolished
	Former site of Young- hyo Park's house (박영효 집터)	-Built at the Joseon period by Park, a member of enlightenment party -One of eight large houses at the time	Moved to Hanok village City-Province folk material #8
	Ik-doo Min's house (민익두가)	-The first Gae-ryang Hanok by Kil-ryong Park who is the first Gae-ryang Hanok architecture in South Korea -Combination of traditional Hanok and modern architecture	City-Province folk material #15
	Euihwa palace (의화궁)	-A famous scholar Yool-gok Lee's house given by the King in the Joseon	Demolished
	Seungdong church (승동교회)	-A representative church building built at the end of 19c -The place where printed the Declaration of Independence of Korea (March 1, 1919)	City-Province tangible cultural property #130
	Former site of Choonghun ministry building (충훈부 터)	-The place where award a prize and preserve deeds of meritorious retainer until 1894	Demolished 1950
	Andong royal villa (안동별궁)	-The place where marriage of royal family was performed	Demolished
	Old post office (우정총국)	-The place where modern postal works were operated before 1884	-

HISTORIC SITES OF MODERN ERA	Former site of Seobuk Academy (서북학회 터)	-Built in 1908 for regaining National sovereignty	Moved to Konkuk University
	Cheondogyo church (천도교 대성당)	-A head church of Cheondogyo -Built in 1921	-
	Chogyo temple (조계사)	-A head temple of Chogyong -Main building built in 1937 represents wooden Hanok of Japanese colonial era	City-Province tangible cultural property #127
	Jangan theater (장안사)	-The first modern theater -built in 1908	Demolished
	Taehwa house (태화관)	-An important official Heung-geun Kim's house -The place where announced the Declaration of Independence (March 1,1919)	Demolished
	MBC radio station (MBC 라디오 방송국)	-The place where the first MBC radio broadcast was started in 1961	Current Deokwon art museum (Adaptive reuse)
	Chosun newspaper office (조선일보사옥)	-Built in 1926 and used for 9 years as an office of Chosun newspaper founded in 1920	Current Nonghyup building (Adaptive reuse)
	Former site of old Shinmin party headquarter (구신민당사 터)	-Designed by Kil-ryong Park, the first architecture of South Korea, as a three-story building -Used as an Old Shinmin party's headquarter for 14 years and 5 monthes	-

Table 4-4-1. Historic Sites in Insa-dong and the surrounding area

(Source: Seoul Development Institute (2005b:18), amended and translated by the author)

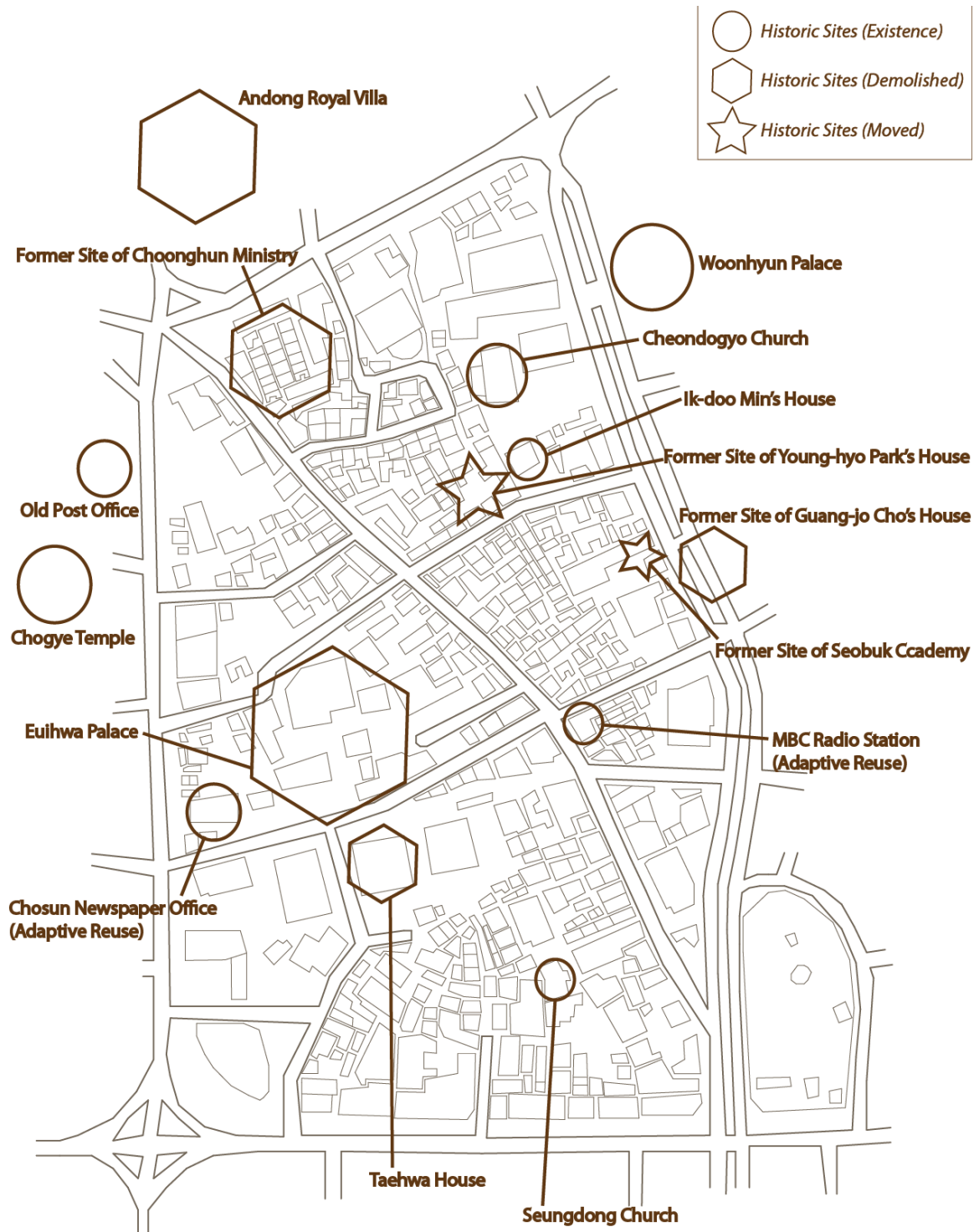


Figure 4-4-2. Historic Sites in Insa-dong and the surrounding area
(Jangan Theater and Former Site of Old Shinmin Party Headquarter are not marked because the locations are unknown)

4.5 Projects and Policies in Insa-dong & Insa-dong Cultural District

4.5.1 Projects and Policies in Insa-dong

There have been 29 projects and policies what Insa-dong is related from designation a traditional-cultural Street in 1988 to 'Parade of the Joseon militaries' as regular event of non-vehicle day in 2003. The projects and policies are most for vitalizing Insa-dong and attracting more visitors. The project and polices were operated by variety levels of driving forces (see Figure 4-4-1 for level of administrative districts of Korea). The ministry of cultural and tourism is the highest level, a national government agency, and the City of Seoul is a level. The Jongno-gu is a Gu level, the lower level of Metropolitan City/Province, and Urban Action Network is non-profit organization which is not included in any level. Among the all of the projects and policies, Insa-dong Cultural District (See 4.5.2) in 2002 is the most influential policy in social and academic meaning about the place.⁵⁴ Also, it is the most important policy in preserving history and culture of Insa-dong.

YEAR	PROJECT OR POLITY	DRIVING FORCE
1988	Designation a Traditional-Cultural Street	City of Seoul
1990	Suggestion on creating Cultural Street	Ministry of Culture and Tourism
1993	Installation 45 Casting street lights	Jongno-Gu
1996	Promoting project to making pedestrian friendly Seoul	City of Seoul
1997	Non-vehicle day	Jongno-Gu
1997	Preparation the center of Seoul master plan	City of Seoul
1997	Selected a City of Seoul Public participation project: Making pedestrian friendly historical-cultural street	Urban Action Network
1997	Organizing Insa-dong research team: publication of research report	Urban Action Network
1998	Promoting Special law about creating cultural district	Ministry of Culture and Tourism

⁵⁴ Il-yoon Seo, A Study on the policy of Insa-dong Cultural District: Focused on the Place Marketing Strategies of City Government, 2006.

1998	Writing master plan of city redevelopment (1998.9): preservation plan for Insa-dong, where possess historic properties	City of Seoul
1998	Plan for developing Insa-dong Cultural Street as a specialized Street (1998.6): Preparing ways to getting tax intensive and closing street vendors	City of Seoul
1998	Creating public labor works of tourism and translation (1998.6)	City of Seoul
1998	Placing Insa-dong vitalization unit under the cultural information service	Jongno-Gu
1998	Placing tour volunteers in Insa-dong	Jongno-Gu
1998	Making a group of people who love Insa-dong	Urban Action Network
1998	Holding public discussion session for vitalizing Insa-dong Street	-
1998	Operating Insa-dong reception room: Seeking alternative about the local situation from open forum	Urban Action Network
1999	Restriction of building permit for 2 years	City of Seoul
1999	Operating visit Insa-dong program	Urban Action Network
1999	Making Insa-dong guide book: Look inside Insa-dong	Urban Action Network
1999	Protecting Insa-dong's 12 small shops movement	Urban Action Network
2000	'Cultural District' newly added in City Planning Ordinance	City of Seoul
2000	Operating city-circulating Seoul city tour bus	City of Seoul
2000	Creating historical-cultural tour route	City of Seoul
2000	Selected for urban design area and design service	Jongno-Gu
2000	Street event for learning Insa-dong's history	Urban Action Network
2000	Event for celebrating Insa-dong citizen's day	Urban Action Network
2002	Designation a Insa-dong Cultural District (See 4.5.2)	Jongno-Gu
2003	'Parade of the Joseon militaries' as regular event of non-vehicle day	Jongno-Gu

Table 4-5-1. Project and Policies in Insa-dong
(Source: Seoul Development Institute (2005b:23), translated by author)

4.5.2 Insa-dong Cultural District

Cultural District is a district that is designated for protecting historic-cultural properties and creating cultural environment. After the establishing of Cultural District system in 2000, Insa-dong became the first designated area in 2002, and it is designated by Jongno-gu. Insa-dong designated a Cultural District because the place has cultural facilities

and culture related shops such as gallery and antique shop, and also is holding cultural events periodically.⁵⁵

Insa-dong Cultural District has the purpose of protecting traditional and cultural shops from reckless development and inflow of non-cultural or non-traditional shops, and promoting traditional and cultural shops⁵⁶ At the time when Insa-dong was designated a Cultural District, South Korea was in the situation that three different movements stuck all at once. The movement for developing Insa-dong into a thriving attraction in the country, preservation movement against it, and efforts for reorganizing and maintaining the area were appeared at the same time. By being designated a Cultural District, tradition and culture of Insa-dong could be preserved from the chaotic situation.

⁵⁵ "Cultural District," City Planning Department of Seoul Metropolitan Government, accessed November 10, 2013, <http://urban.seoul.go.kr/4DUPIS/wordsearch/main.do>.

⁵⁶ Kim, Park and Lee, "Importance-Performance Evaluation."

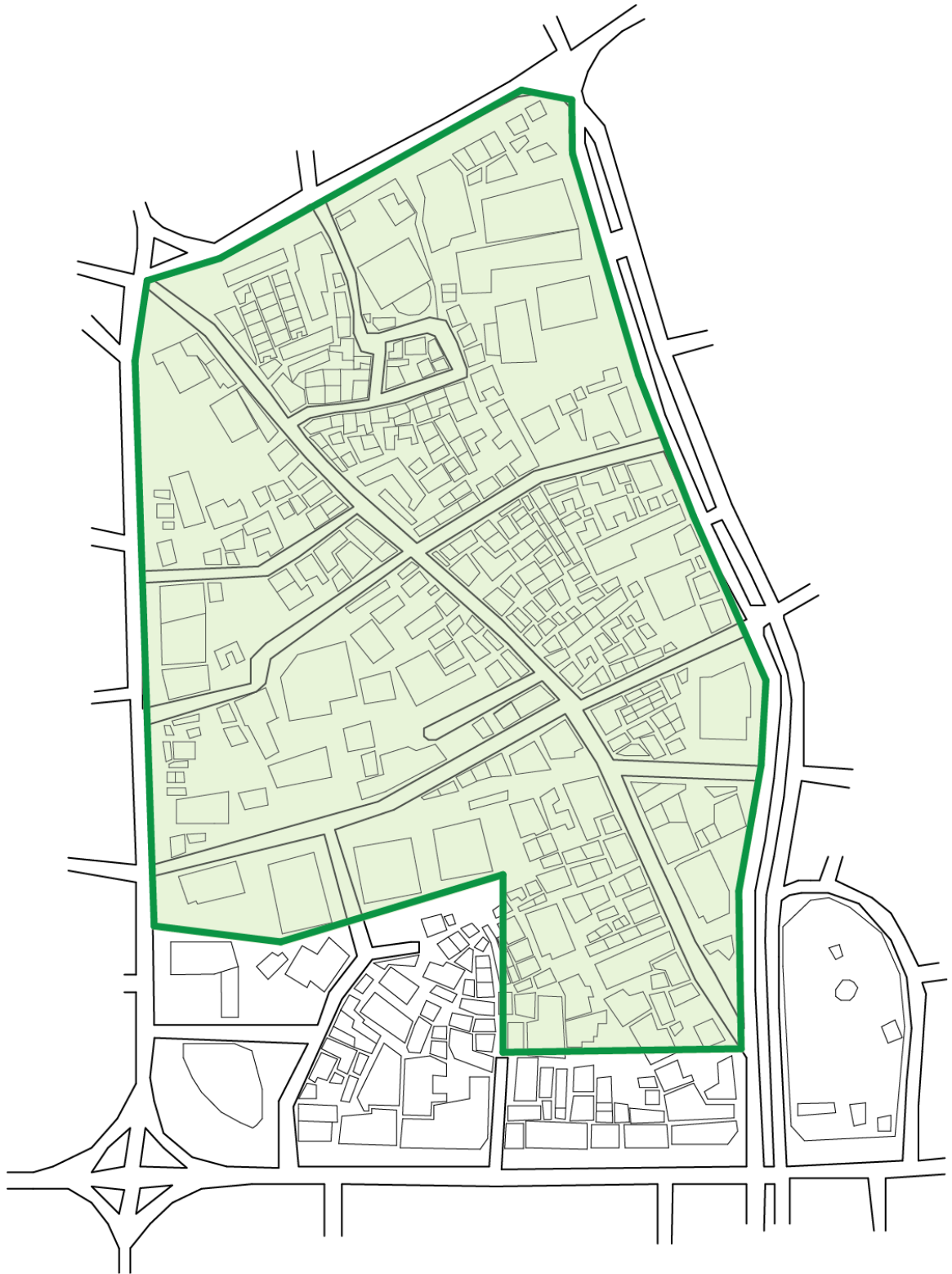


Figure 4-5-1. Boudary of Insa-dong Cultural District (Designated in 2002)

Chapter Five: Design Guidelines of Old City Historic District

This chapter presents the design guidelines for the Old City Historic District, examples of historic buildings those are suitable for design guidelines, and analysis of them for applying to the design guidelines of Insa-dong, which is proposed in Chapter Seven. The design guidelines of Old City Historic District were made by applying character of the district. Since the Old City Historic District has multiple architectural styles from modest Georgian houses to Greek Revival warehouses to high style Victorian Eclectic commercial buildings to Red and White industrial buildings, and variety of scale from residential houses to industrial buildings, design guidelines had to encompass all kinds of buildings. So the design guidelines for new construction regulate that new and infill construction should be harmonized with the existing context and enhance the vital eclectic mixture of styles and uses. For this, consistency of building height, using common materials, respecting street line and cornice line, and being harmonious with established rhythm of openings, are recommended as design considerations. Diversity of roofing shapes and materials are reflected in the design guidelines by guiding every each shape of roof and material. The characteristic that the buildings in Old City Historic District have an unusual mixture of masonry materials, including brick, stone, and stucco, made the design guidelines contain masonry as one category. The fact that the Old City Historic District contains many buildings with cast iron architectural elements, including some outstanding examples of cast iron facades, with some being the oldest in the United States, gave guidance about cast iron. Also,

design guidelines for storefront are regulated because the Old City Historic District has a rich collection of buildings that were constructed specifically for commercial purposes, and the multitude of storefronts throughout the Old City neighborhood reflect the many changes in architecture throughout the history of the area.⁵⁷

Design guidelines for the Old City Historic District are reflecting character of the district and made guidance for preserving those characters so as to preserve the history of the district. By analyzing the design guidelines of Old City Historic District, the author finds out philosophy and the way of determining categories of design guidelines that is to be referred to the Insa-dong design guidelines.

5.1 Analysis of Design Guidelines of Old City Historic District

The design guidelines are applied with the Philadelphia historic preservation ordinance⁵⁸ and the Secretary of the Interior's Standards⁵⁹ in the permit process. By considering all of them above, the author finds out the philosophy to writing design guidelines and how they can be used to prepare design guidelines of Insa-dong. There are all of nine standards that defined the design or elements which to be regulated in the design guidelines.

- Visible from the street
- Critical to the architectural character of the structure and urban streetscape
- Define a building's historic character

⁵⁷ Philadelphia Historical Commission, *The Old City Historic District*, 7-35.

⁵⁸ Philadelphia Historical Commission, "Historic Preservation Ordinance."

⁵⁹ "The Secretary of the Interior's Standards."

- Affect overall design of building, and integrity of a building, the entire street, and the historic district
- Creates visual rhythm along the street
- Create the character of the district
- Establish a relationship between the building and the street, and contributing to the overall streetscape
- Compatible with the size, scale, color, materials and character of the property and neighborhood for all new construction
- Contribute to both the retail atmosphere and the integrity of the historic district for storefront

From the categories in the Design Guidelines of Old City Historic District; 1) Roofs, Cornices, and Related Elements, 2) Masonry, 3) Cast Iron, 4) Windows, 5) Doorway, 6) Stoops, Railing, Gardens and all the rest, 7) Storefronts, 8) New Construction, it is possible to understand that design guidelines regulate design or elements that are visible from the street. Even new construction is also guided with design considerations of exterior.

Roof, cornices, and related elements are critical to the architectural character of the structure and urban streetscape. A shape and material of roof determines the character of the building, and the line of cornices and roof affect urban streetscape.



Figure 5-1-1. Well-aligned (left) and misaligned cornice and roofing lines (Photo by the author)

Masonry and cast iron are showing the variety styles and character of the buildings in Old City Historic District. Many kinds of masonry materials such as brick, stucco, terra cotta are used in many buildings, and also many cast iron buildings exist in the district. Because those buildings represent the character of Old City Historic District, the materials are regulated in the design guidelines.



Figure 5-1-2. A brick building (left) and a cast iron building (right) (Photo by the author)

Windows are key to defining a building's historic character. The style, size, profile, and materials are all showing the history of buildings. Most historic windows in Old City Historic District are tall and narrow.⁶⁰ Windows collectively determine overall design of a building and create visual rhythm along the street.



Figure 5-1-3. Historic windows determining overall design of buildings and creating rhythm (Photo by the author)

⁶⁰ Philadelphia Historical Commission, *The Old City Historic District*, 31.

Storefronts should contribute to both the retail atmosphere and the integrity of the historic district. For this, the design guidelines regulate a signage and awnings beside the materials and a configuration. The size, design, material, and location of a signage and awnings are important for not damaging or destroying character defining features of the building.



Figure 5-1-4. Appropriate signage and awning (left top) and consistent storefront (right top), Inappropriate size and location of awning (left bottom) and inappropriate signage (right bottom) (Photo by the author)

New construction needs to be harmonized with the existing context and enhances the styles and uses. The size, scale, color, materials and character of the property and neighborhood should be compatible. So, the new building has to consider the height and materials of adjacent buildings, and respect the street line, the cornice line, and the rhythm of openings for preserving the streetscape and not damaging character of the district.



Figure 5-1-5. Inappropriate examples of new construction (Photo by the author)
The glass building on the left picture matches with the height and the street line of the adjacent building but not matches with materials and openings. The building on the right picture does not match with the height of the adjacent buildings.

5.2 Conclusion

Design guidelines have to preserve the character of the district, including architectural character of the structure and urban streetscape and building's historic character. Considering rhythm of the street, uniformity and consistency of buildings are also important for preserving streetscape. So for proposing new design guidelines, finding character defining features of the buildings and the district is the first thing to do. After that, write guidance to preserve those characters. The analysis above shows 1) why and what kind of elements should be included in design guidelines and 2) how the elements must be guided in the historic district with characteristics of coexist of commercial and residential district, mix of traditional and modern buildings, and locating in the center of the big city. Since Insa-dong has similar characteristics with Old City Historic District, by using the analysis, the author determines the categories of design guidelines of Insa-dong at Chapter Six, and the guidelines are proposed at Chapter Seven.

Chapter Six: Character Defining Features of Insa-dong

Chapter six is an analysis chapter for determining categories and guidance which to be included in the design guidelines of Insa-dong. Based on the research of history and architectural history of Insa-dong, which can be found on chapter four, and analysis of design guidelines of Old City Historic District written on chapter five, the author provides analysis of architectural and historical character of buildings, and character of the Insa-dong district.

6.1 Character Defining Features of Hanok

Hanok is the main building in Insa-dong and it gives the character to Insa-dong, including historic and cultural view. For making design guidelines of Insa-dong, analyzing the character of Hanok is essential, and it becomes the main part of design guidelines. Since both traditional and Gae-ryang Hanok are considered as historic, the character defining features are containing character of two types of Hanok.



Figure 6-1-1. Traditional Hanok (left) and Gae-ryang Hanok (right)
(Source: (left) Doopedia, s.v. "Seungup Lee's House," accessed December 6, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000772816. (right) Jhskhm, "Modern Hanok Jipwoonhun," October 6, 2011, The Jhskhm Blog, <http://blog.naver.com/jhskhm?Redirect=Log&logNo=100139848445>.)

6.1.1 Giwa Roofing and curved line of eaves

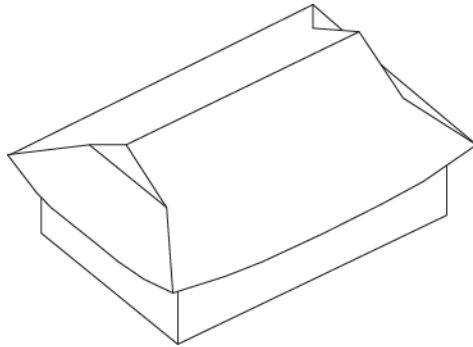
Giwa roofing and curved line of eaves are the critical elements that shows the architectural and historical character of Hanok. The roof and line of eaves also affects streetscape. Using Giwa tiles, the roof was made with traditional technique. The shape of roof is Dutch hip, and the four corners of roof slightly go up for forming the curved line. Projecting eaves with exposed roofing structure also is an important character of the roof.



Giwa



Corner of eaves



Dutch hip roof



Figure 6-1-2. Giwa, Corner of roof, and Dutch hip roof
(Source: (Giwa) A06388, "Korean Giwa," February 27, 2013, The A06388 Blog, <http://cafe.naver.com/14004400/7355>. (Corner of roof) Doopedia, s.v. "Jooyoung Jeong's House," accessed December 6, 2013, http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000985538.)

6.1.2 Wooden Structure

The main structure of Hanok is made of Wood. The structure is visible and it shows the architectural beauty of Hanok. The wooden materials were not even in size or shape, but the materials became manufactured with exact shapes at the time Gae-ryang Hanok started being built. Window and door frames are also made of wood. Although traditional Hanok put Korean paper on the window and door frames, Gae-ryang Hanok became available to use glass.



Figure 6-1-3. Wooden structure, and wooden window frame and door
(Source: Q7511, "Hanok window," November 17, 2009, The Hanok Construction Blog, <http://cafe.naver.com/hanokzip/85>.)

6.1.3 Exterior wall, entrance door, and fence

Exterior wall, wooden entrance door, or fence create character of the district, and uniformly aligned walls or fences affect streetscape. Historic exterior wall and fence are made of natural materials. For the traditional Hanok, soil was used for exterior wall or fence. Gae-ryang Hanok is using brick or stone, and these materials are common currently. Giwa tiles are decorated on the top of the fence. Entrance door is made of wood.



Figure 6-1-4. Fence with wooden entrance door
(Source: Doopedia, v.s. "Bukchon Hanok village.")

6.2 Character of Insa-dong

6.2.1 Historic

The First 'Cultural District' (2002)

Cultural District is a district that is designated for protecting historic-cultural properties and creating cultural environment.⁶¹ After the establishing of Cultural District system in 2000, Insa-dong became the first designated area in 2002. Insa-dong designated a Cultural District because the place has cultural facilities and culture related shops such as gallery and antique shop, and is holding cultural events periodically.

Central place throughout the history since the Joseon Dynasty period

Insa-dong had been the center of politic, economy, and culture since the Joseon when Insa-dong was created, and the place has been maintained its character until now. At the beginning of Insa-dong, since the place was located between two main palaces that of Kyungbok palace and Changgyung palace, there was home of administrative officers and wealthy people who could affect the politics and economy of the Joseon. From the beginning of Japanese colonial era, Insa-dong became an antique shop district with collapsing of the wealthy people, and it was the start of Insa-dong as a cultural district. During Japanese colonial era, Insa-dong was the main and start place of independent movement. At the time

⁶¹ "Cultural District."

of 3.1 Movement. Seungdong church and Taehwa house were each used for printing and announcing places of Declaration of Independence. Even after the end of the World War II and the Korean War in 1950, Insa-dong still had its characteristic as an antique shop district and has evolved into Korean number one cultural and traditional district. Also, Insa-dong experienced the start of modern culture in Korea. With establishing of the first modern gallery in 1970, many modern galleries continuously open in the place. Insa-dong retains the role of a traditional and cultural place as well as the main location of the city of Seoul and South Korea.

Start of Antique shop district

Insa-dong was the first and the only antique shop district, and it was the start of the cultural and art district, which is the current image of Insa-dong. It was created at the beginning of Japanese colonial era, when wealthy people who lived in Insa-dong begun to collapse. High quality antiques, art, and ceramics were emerged from them, and those items were traded in Insa-dong. This situation developed Insa-dong into an antiques trading place and eventually became the antique shop district. Now the retails were expanded to traditional restaurants, tea houses, and souvenir shops. Even though the place is not exactly same as the first appearance, Insa-dong continuously has been the most prominent antique shop district in Korea.

Creation of the first modern gallery (Hyun-dae gallery, 1970)

As a representative cultural and art district, Insa-dong had the first modern gallery, the name of Hyun-dae gallery, in 1970. After the establishment of Hyun-dae gallery, modern galleries begun pouring into the Insa-dong area. Insa-dong was the start point of modern art as well as modern gallery in Korea. Hyun-dae gallery is proving the beginning of modern gallery and art while existing at the original place. The gallery can keep showing and teaching the meaning of the building as the first modern gallery if we continue to preserve it.

6.2.2 Architectural

Large number of Hanoks and concentration of Hanoks

Insa-dong was formatted as a luxury residential area at the first time. Then, after collapsing of wealthy people it changed to affordable residential area with group of small-sized houses. And even the area changed from residential district to commercial district, it still has a lot of original building in the district. Because of this history, Insa-dong contains both large and luxury Hanoks and small Hanoks, and both detached and grouped Hanoks. It means that we can find diversity type of Hanoks in Insa-dong. The number of Hanoks in Insa-dong is 875 and this is the largest number in one area in Seoul. Also Insa-dong is a Hanok concentration area and the percentage of Hanoks inside the area is almost 50%. (See 4.5.2). This is the valuable place in the situation of Hanoks being demolished rapidly.

Insa-dong main road and connected small and narrow alleys

Streets in Insa-dong have been barely changed since the creation of Insa-dong. The main road passes through the center of Insa-dong and many small and narrow alleys are connected from the road. Along the main road many antique and traditional shops are aligned, and some residential houses and old shops are placed on the alleys. This arrangement creates the character of the whole area as a traditional commercial district.

Chapter 7: Proposed Design Guidelines of Insa-dong

This chapter proposes design guidelines of Insa-dong by referring to analysis in the chapter 5 and 6. The design guidelines include guidance of roof, structure, exterior wall, and etc. In addition to the proposed design guidelines, the other recommendations for effective managing of Insa-dong are placed.

7.1 Design Guidelines of Insa-dong

The categories of design guidelines are determined through the analysis of character defining features of buildings in Insa-dong. Since the buildings in Insa-dong which show a character of Insa-dong and make historic view are Hanok houses, including both traditional and Gae-ryang Hanoks, the design guidelines of Insa-dong are mainly guidance for preserving Hanok houses. However, some general standards such as materials and colors are added for modern style buildings to make them harmony with Hanoks and preserve historic view of Insa-dong.

7.1.1 Roof and Eaves

Since the Giwa roof and eaves show the characteristics of Hanok houses, Roof has to be Giwa roofing with traditional way of construction. In case of installing a brim, it should be galvanized steel sheets or copperplates and show beautiful curve of eaves well. The line

of eaves should be exposed by setting the exterior walls back or removing the upper parts of the walls. Considering the streetscape, the orientation of pitch of a roof and the height of ridge should be same or similar with adjacent buildings. It is better to reuse the original materials than use new materials, if possible.



Figure 7-1-1. Giwa roof (left top) streetscape of Giwa roof (left bottom), and brim with galvanized steel sheets (right)

(Source (left top, left bottom & right):

Doopedia, v.s. "Bukchon Hanok village."

Davydov00, "Tour of Bukchon Hanok village," Jun 25, 2010, The Housesale blog, <http://cafe.naver.com/housesale/12475>.)

7.1.2 Structure

The main structures such as columns, beams, rafters, or posts should be made of wood, because wooden structures are an important characteristic of Hanok houses. However, some parts of structures that are not visible from the outside of the house such as basement can be made of different materials.



Figure 7-1-2. Exterior and interior of the house with wooden structure
(Source: Doopedia, v.s. "Jeonju Hanok village," accessed December, 6, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000794021.)

7.1.3 Exterior wall or Fence (Façade)

Exterior walls or fences can show traditional façade of Hanok and affect to the streetscape of Insa-dong. Those walls and fences that are located on the side of the road should use rectangular stones or bricks and express traditional pattern. The entrance door and window frames are recommended to use wood. It should be avoided to add structures

in front of façade that hide the original walls or fences. If there is an installed structure that is hiding the original façade, it is recommended to remove that structure when the building is in the process of a construction work. In case of using additional elements for decorating the walls or fences, they should not cover the whole surface and natural materials are recommended.



Figure 7-1-3. Exterior wall (left top), fence (left bottom), and entrance door (right)
(Source: Doopedia, v.s. “Bukchon Hanok village,” accessed December, 6, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000870373.)

Lighting and Electric Device

Electric devices or air-conditionings are recommended to not install on the side of the road. If these devices are shown from the road, they should be covered with considering the materials and colors of the wall.

Exterior lights should be as inconspicuous as possible, and should avoid direct exposure of the light. Using of primary color, continuous change of color or flickering is prohibited. It is recommended to mount the lights under the ground, and shine from down to up or to side for showing the beauty of the roof, eaves, and fence.

7.1.4 Storefront

Storefront is required to contribute to both the retail atmosphere and the integrity of the historic district.⁶² The surface area of windows and doors on the main façade should be smaller than 4/5 of the whole surface, and it should be designed harmonious with exterior walls or fences of Hanok houses



Figure 7-1-4. Storefront with Hanok exterior
(Source: Doopedia, s.v. "Insa-dong," accessed December 6, 2013,
http://www.doopedia.co.kr/doopedia/master/master.do?_method=view&MAS_IDX=101013000787124.)

⁶² Philadelphia Historical Commission, *The Old City Historic District*, 27.

Signage

The size, shape, design, material, location and method of attachment of commercial signs have a large impact on historic storefronts.⁶³ The size of sign should not exceed 1/10 of the whole surface of the main façade, and the width should be smaller than the distance of two adjacent columns. The shape and design of sign must not obscure. The number of sign is controlled to less than three. The sign should not cover the roof, and in case of a projecting signage, it should not exceed the eaves. Signs with primary colors, moving words or lighting are prohibited.



Figure 7-1-5. Recommended location and design of sign
(Source: Davydov00, "Tour of Bukchon Hanok village," Jun 25, 2010, The Housesale blog, <http://cafe.naver.com/housesale/12475>.)

⁶³ Philadelphia Historical Commission, *The Old City Historic District*, 28.

7.1.5 Two-story Hanok

Hanok can be built in a two-story house. The standards for roofing, structure and others are same with one-story Hanok, which are indicated above. The first floor and the second floor should be divided appropriately by setting back the wall of second floor from that of first floor or using horizontal member of framework. Installing traditional railing is available as well.



Figure 7-1-6. Two-story Hanok divided two floors by Giwa roofing and railing
(Source: City of Seoul, Insa-dong mater plan (2002).)

7.1.6 New Construction

New constructions are recommended to build Hanok houses following the design guidelines above with traditional materials, design, and colors. Since building height is one of the strongest design guides for new construction⁶⁴, the height of ridge should be same or

⁶⁴ Philadelphia Historical Commission, *The Old City Historic District*, 30.

similar with adjacent buildings. Matching the eave line is also essential to preserving the character of the district. Exterior wall on the road side must be set back same with adjacent houses. Use of traditional and natural materials is recommended. If the new construction should be a modern style building, it must follow the guidelines for modern style buildings (7.1.7), and should not damage or destroy the historic view of the district.

7.1.7 General Design Guidelines for Modern Style Buildings

Material of the Building

Use of reflexible materials such as metal, glittering tiles, and reflexible glasses is prohibited. Finishing by covering the whole exterior walls with paint is not available. Materials that have traditional pattern or design, and natural materials such as wood and block of stones are recommended. For the lower floors, materials with texture or pattern such as bricks or stuccos are recommended.

Recommended			
			
Wooden material	Natural material (Basalt)	Stucco & Giwa	Bricks
Not Recommended			
			
Reflexible metal	Glittering tiles	Covering with paint	Synthetic material

Figure 7-1-7. Recommended and not recommended materials
(Source: City of Seoul, Insa-dong mater plan (2002).)

Color of the Building

It is recommended to use colors which are similar with those of Hanok, historic buildings, or surrounding buildings so that buildings can be harmonious with historic view of the district. Primary and intermediate colors⁶⁵, or colors with high value and chroma are prohibited. Example of recommended colors are as below.



Figure 7-1-8. Example of recommended colors

Storefront

It is recommended to cover more than 4/5 of the first floor, the side that is facing the main road, with materials that is available to see through the building. Also, there should be a show window with displayed goods.



Figure 7-1-9. Storefront with show window
(Source: Sogal, “Loja Garoa,” October 31, 2012, The Bonny House Blog, <http://cafe.naver.com/bonnyhouse/2398>.)

⁶⁵ Primary and intermediate colors are defined by the Munsell color system. Munsell selected five principle colors: red, yellow, green, blue, and purple; and five intermediate colors: yellow-red, green-yellow, blue-green, purple-blue, and red-purple.

New Construction

Materials, colors, and storefront of new buildings must follow the guidance above. In addition to that, the height of opening on the first floor should same or similar with adjacent buildings. The exterior wall on the road side should be set back so that street wall becomes uniform. Also, the design of doorway is recommended to similar with surrounding buildings.

7.2 Other Recommendations

Usage of a Building

Since Insa-dong has a characteristic as a cultural street in addition to character as a historic view with historic buildings, the usage of buildings should be controlled for protecting the image. Only tradition and culture related shops such as antique shops, traditional tea houses and restaurants, and galleries are allowed to be open in Insa-dong district.

Combine of City Planning Districts

The city planning district of Insa-dong is divided into two different districts; Insa-dong urban design district and Gongpyeong redevelopment district (see figure 4-1-2). However, for effective maintenance of Insa-dong, it is recommended to combine the two separated districts together.

Establish Insa-dong Historic District Committee

Establishing the Insa-dong Historic District Committee is recommended for effectively applying the proposed design guidelines. The committee will make a decision of approving any change of buildings in Insa-dong with considering the design guidelines. In addition to that, the committee is available to control the district by creating other regulations or develop the design guidelines.

Chapter Eight: Conclusion

Chapter Eight is a conclusion chapter. This chapter includes the findings from the analysis of the design guidelines of Old City Historic District, character of Insa-dong defined using the analysis of the design guidelines of Old City Historic District, and summary of proposed design guidelines of Insa-dong.

Design guidelines are written for preserve the character of the district, including architectural character of the structures and historic character of the district and buildings. For the rhythm of the street, uniformity and consistency of buildings are important to preserve streetscape. By analyzing how the design guidelines of Old City Historic District were established, it is available to find standards that defines the design or elements which to be regulated in the design guidelines. There are nine standards and they are as below.

- Visible from the street
- Critical to the architectural character of the structure and urban streetscape
- Define a building's historic character
- Affect overall design of building, and integrity of a building, the entire street, and the historic district
- Creates visual rhythm along the street
- Create the character of the district
- Establish a relationship between the building and the street, and contributing to the overall streetscape
- Compatible with the size, scale, color, materials and character of the property and neighborhood for all new construction

- Contribute to both the retail atmosphere and the integrity of the historic district for storefront

By referring the analysis of design guidelines of Old City Historic District, it is available to determine the categories and guidance which to be included in the design guidelines of Insa-dong with analyzing the character of Insa-dong and the buildings, and propose the design guidelines.

Since Insa-dong is valuable historically and architecturally, the design guidelines have to consider the historic and architectural character of Insa-dong. There are three historic characters and two architectural characters to be preserved. As the historic character, the first Cultural District, central place throughout the history since the Joseon Dynasty period, and start of Antique shop district, are given. As the architectural character, large number of Hanoks and concentration of Hanoks, and Insa-dong main road and connected small and narrow alleys, are given.

Since Hanok, including both traditional Hanok and Gae-ryang Hanok, is a historic and representative building in Insa-dong, character defining features of Hanok are defined and the features becomes the main categories of design guidelines of Insa-dong. The character defining features of Hanok are Giwa roofing and curved line of eaves, wooden structure, exterior wall, and wooden entrance door or fence. These elements express architectural and historical character of Hanok, and affect streetscape and character of the district.

The design guidelines are proposed considering the character of Insa-dong and Hanok. Since the buildings in Insa-dong which show a character of Insa-dong and make historic view are Hanok houses, the design guidelines of Insa-dong are mainly guidance for preserving Hanok houses. However, some general standards such as materials and colors are added for modern style buildings to make them harmony with Hanoks and preserve historic view of Insa-dong.

The design guidelines of Hanok include guidance of roof and eaves, structure, exterior wall, fence, storefront, two-story Hanok, and new construction. In addition to the proposed design guidelines, the other recommendations for effective managing of Insa-dong are placed. Basically the guidelines suggest to preserve original features as many as possible, and rehabilitate using historic or natural materials to keep historic view of the district. Harmony with adjacent buildings also is important point in the design guidelines.

The design guidelines of modern style buildings are proposed as well for making modern buildings harmony with historic buildings. It includes guidance of material, color, storefront, new construction. Other recommendations are suggested for better preservation and sustainability of Insa-dong. It includes regulating the usage of buildings, combining of City Planning District, and establishing Insa-dong historic district committee.

For the future study, upgrade the design guidelines of Insa-dong with dividing the types of Hanok by performing advanced study of Hanok is suggested. It will make the more detailed design guidelines of Insa-dong and will help to better preservation of Hanok and historic view of Insa-dong.

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Appendix A:

The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Guidelines for Rehabilitation

When repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular period of time is not appropriate, Rehabilitation may be considered as a treatment. Prior to undertaking work, a documentation plan for Rehabilitation should be developed.

• Choosing Rehabilitation as a Treatment

In Rehabilitation, historic building materials and character-defining features are protected and maintained as they are in the treatment Preservation; however, an assumption is made prior to work that existing historic fabric has become damaged or deteriorated over time and, as a result, more repair and replacement will be required. Thus, latitude is given in the Standards for Rehabilitation

and Guidelines for Rehabilitation to replace extensively deteriorated, damaged, or missing features using either traditional or substitute materials. Of the four treatments, only Rehabilitation includes an opportunity to make possible an efficient contemporary use through alterations and additions.

- Identify, Retain, and Preserve Historic Materials and Features

Like Preservation, guidance for the treatment Rehabilitation begins with recommendations to identify the form and detailing of those architectural materials and features that are important in defining the building's historic character and which must be retained in order to preserve that character. Therefore, guidance on *identifying, retaining, and preserving* character-defining features is always given first. The character of a historic building may be defined by the form and detailing of exterior materials, such as masonry, wood, and metal; exterior features, such as roofs, porches, and windows; interior materials, such as plaster and paint; and interior features, such as moldings and stairways, room configuration and spatial relationships, as well as structural and mechanical systems.

- Protect and Maintain Historic Materials and Features

After identifying those materials and features that are important and must be retained in the process of Rehabilitation work, then *protecting and maintaining* them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. For example, protection includes the maintenance of historic material through treatments such as rust removal, caulking, limited paint removal, and re-application of protective coatings; the cyclical cleaning of roof gutter systems; or installation of fencing, alarm systems and other temporary protective measures. Although a historic building will usually require more extensive work, an overall evaluation of its physical condition should always begin at this level.

- Repair Historic Materials and Features

Next, when the physical condition of character-defining materials and features warrants additional work *repairing* is recommended. Rehabilitation guidance for the repair of historic materials such as masonry, wood, and architectural metals again begins with the least degree of intervention possible such as patching, piecing-in, splicing, consolidating, or otherwise reinforcing or upgrading them according to recognized preservation methods. Repairing also includes the limited replacement in kind--or with compatible substitute material--of extensively deteriorated or missing parts of features when there are surviving prototypes (for example, brackets, dentils, steps, plaster, or portions of slate or tile roofing). Although using the same kind of material is always the preferred option, substitute material is acceptable if the form and design as well as the substitute material itself convey the visual appearance of the remaining parts of the feature and finish.



This two-story brick commercial building--with its corner storefront--was originally constructed ca. 1876, then remodeled in 1916 in the Craftsman style and given a new, distinctive roofline. It

served a number of uses, including a hotel, boarding house, saloon, restaurant, liquor store, warehouse, and office furniture showroom. The red brick walls had been painted several times over the years. Rehabilitation work included removal of multiple paint layers using a chemical stripper and thorough water rinse; spot repointing with matching mortar; and appropriate interior alterations. The building is now being used as a retail shop. Photos: NPS files.

- Replace Deteriorated Historic Materials and Features

Following repair in the hierarchy, Rehabilitation guidance is provided for *replacing* an entire character-defining feature with new material because the level of deterioration or damage of materials precludes repair (for example, an exterior cornice; an interior staircase; or a complete porch or storefront). If the essential form and detailing are still evident so that the physical evidence can be used to re-establish the feature as an integral part of the rehabilitation, then its replacement is appropriate. Like the guidance for repair, the preferred option is always replacement of the entire feature in kind, that is, with the same material. Because this approach may not always be technically or economically feasible, provisions are made to consider the use of a compatible substitute material. It should be noted that, while the National Park Service guidelines recommend the replacement of an entire character-defining feature that is extensively deteriorated, they never recommend removal and replacement with new material of a feature that--although damaged or deteriorated--could reasonably be repaired and thus preserved.

- Design for the Replacement of Missing Historic Features

When an entire interior or exterior feature is missing (for example, an entrance, or cast iron facade; or a principal staircase), it no longer plays a role in physically defining the historic character of the building unless it can be accurately recovered in form and detailing through the process of carefully documenting the historical appearance. Although accepting the loss is one possibility, where an important architectural feature is missing, its replacement is always recommended in the Rehabilitation guidelines as the first or preferred, course of action. Thus, if adequate historical, pictorial, and physical documentation exists so that the feature may be accurately reproduced, and if it is desirable to re-establish the feature as part of the building's historical appearance, then designing and constructing a new feature based on such information is appropriate. However, a second acceptable option for the replacement feature is a new design that is compatible with the remaining character-defining features of the historic building. The new design should always take into account the size, scale, and material of the historic building itself and, most importantly, should be clearly differentiated so that a false historical appearance is not created.

- Alterations/Additions for the New Use

Some exterior and interior alterations to a historic building are generally needed to assure its continued use, but it is most important that such alterations do not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes. Alterations may include providing additional parking space on an existing historic building site; cutting new entrances or windows on secondary elevations; inserting an additional floor; installing an entirely new mechanical system; or creating an atrium or light well. Alteration may also include the selective removal of buildings or other features of the environment or building site that are intrusive and therefore detract from the overall historic character. The construction of an exterior addition to a historic building may seem to be essential for the new use, but it is emphasized in the Rehabilitation guidelines that such new additions should be avoided, if possible, and considered only after it is determined that those needs cannot be met by altering secondary, i.e., non character-defining interior spaces. If, after a thorough evaluation of interior solutions, an exterior addition is still judged to be the only viable alternative, it should be designed and constructed to be clearly differentiated from the historic building and so that the character-defining features are not radically changed, obscured, damaged, or destroyed. Additions and alterations to historic buildings are referenced within specific sections of the

Rehabilitation guidelines such as Site, Roofs, Structural Systems, etc., but are addressed in detail in New Additions to Historic Buildings (see nav bar, right).

- Energy Efficiency/Accessibility Considerations/Health and Safety Code Considerations

These sections of the guidance address work done to meet accessibility requirements and health and safety code requirements; or retrofitting measures to improve energy efficiency. Although this work is quite often an important aspect of Rehabilitation projects, it is usually not a part of the overall process of protecting or repairing character-defining features; rather, such work is assessed for its potential negative impact on the building's historic character. For this reason, particular care must be taken not to radically change, obscure, damage, or destroy character-defining materials or features in the process of meeting code and energy requirements.

Appendix B:

Historic Preservation Ordinance

HISTORIC PRESERVATION ORDINANCE CITY OF PHILADELPHIA PHILADELPHIA HISTORICAL COMMISSION

§14-2007. Historic Buildings, Structures, Sites, Objects and Districts.

(1) Declaration of Public Policy and Purposes:

(a) It is hereby declared as a matter of public policy that the preservation and protection of buildings, structures, sites, objects and districts of historic, architectural, cultural, archaeological, educational and aesthetic merit are public necessities and are in the interests of the health, prosperity and welfare of the people of Philadelphia.

(b) The purposes of this section are to:

(.1) preserve buildings, structures, sites and objects which are important to the education, culture, traditions and economic values of the City.

(.2) establish historic districts to assure that the character of such districts is retained and enhanced;

(.3) encourage the restoration and rehabilitation of buildings, structures, sites and objects which are designated as historic or which are located within and contribute to the character of districts designated as historic without displacing elderly, long-term, and other residents living within those districts;

(.4) afford the City, interested persons, historical societies and organizations the opportunity to acquire or to arrange for the preservation of historic buildings, structures, sites and objects which are designated individually or which contribute to the character of historic districts;

(.5) strengthen the economy of the City by enhancing the City's attractiveness to tourists and by stabilizing and improving property values; and,

(.6) foster civic pride in the architectural, historical, cultural and educational accomplishments of Philadelphia.

(2) Definitions. The following words and phrases shall have the meaning ascribed to them in this section:

(a) Alter or alteration. A change in the appearance of a building, structure, site or object which is not otherwise covered by the definition of demolition, or any other change for which a permit is required under The Philadelphia Code of General Ordinances. Alteration includes the reroofing, cleaning or pointing of a building, structure or object.

(b) Building. A structure, its site and appurtenances created to shelter any form of human activity, including a public interior portion of a building.

(c) Commission. The Philadelphia Historical Commission.

(d) Construct or construction. The erection of a new building, structure or object upon an undeveloped site.

(e) Contributing building, structure, site or object. A building, structure, site or object within a district that reflects the historical or architectural character of the district as defined in the Commission's designation.

(f) Demolition or demolish. The razing or destruction, whether entirely or in significant part, of a building, structure, site or object. Demolition includes the removal of a building, structure or object from its site or the removal or destruction of the facade or surface.

(g) Department. The Department of Licenses and Inspections.

(h) Design. Features including mass, height, appearance and the texture, color, nature and composition of materials.

(i) District. A geographically definable area possessing a significant concentration, linkage, or continuity of buildings, structures, sites or objects united by past events, plan or physical development. A district may comprise an individual site or individual elements separated geographically but linked by association, plan, design or history.

(j) Historic building. A building or complex of buildings and site, or the public interior portion of a building, which is designated pursuant to this section or listed by the Commission under the prior historic buildings ordinance approved December 7, 1955, as amended.

(k) Historic district, object, site or structure. A district, object, site or structure, or a public interior portion of a structure, which is designated by the Commission pursuant to this section.

(l) Object. A material thing of functional, aesthetic, cultural, historic or scientific value that may be, by nature or design, movable yet related to a specific setting or environment.

(m) Public Interior Portion. An interior portion of a building or structure that is, or was designed to be, customarily open or accessible to the public, including by invitation. Does not include an interior portion of a building or structure that was designed to be customarily open or accessible to the public, which interior portion has been significantly altered physically such that a substantial portion of the features reflecting design for public use no longer remain. Terminating use of an interior portion of a building or structure by the public shall not in and of itself constitute conversion of the design of such interior portion. Does not include the interior portions of a building, which building was designed to be, and is still, used exclusively as one or more private residences.

(n) Site. The location of a significant event, a prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself maintains, historical, cultural, or archaeological value regardless of the value of any existing structure.

(o) Structure. A work made up of interdependent and interrelated parts in a definite pattern of organization constructed by man and affixed to real property, including a public interior portion of a structure.

(...Omitted...)

(7) Permits.

(...Omitted...)

(k) In making its determination as to the appropriateness of proposed alterations, demolition or construction, the Commission shall consider the following:

(.1) The purposes of this section;

(.2) The historical, architectural or aesthetic significance of the building, structure, site or object;

(.3) The effect of the proposed work on the building, structure, site or object and its appurtenances;

(.4) The compatibility of the proposed work with the character of the historic district or with the character of its site, including the effect of the proposed work on the neighboring structures, the surroundings and the streetscape; and,

(.5) The design of the proposed work.

(.6) In addition to the above, the Commission may be guided in evaluating proposals for alteration or construction by the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" or similar criteria.

(.7) In specific cases as will not be contrary to the public interest, where, owing to special conditions, a literal enforcement of the provisions of this section would result in unnecessary hardship so that the spirit of this section shall be observed and substantial justice done, subject to such terms and conditions as the Commission may decide, the Commission shall by a majority vote grant an exemption from the requirements of this section.

(.8) With respect to designated public interior portions,

(i) the Commission may grant an exemption when, owing to special consideration of the mission and financial status of a non-profit organization, the Commission determines that a literal enforcement of the provisions of this Section would not be in the public interest and the spirit of this Section will be substantially observed, subject to such terms and conditions as the Commission may establish;

(ii) the Commission shall approve a permit application for an alteration to a non-designated interior portion if the proposed alteration neither has an effect on the appearance of, nor compromises the structural integrity of, an historic public interior portion.

(...The rest omitted.)

Appendix C:

Design Guidelines of Old City Historic District

	Character	Guidance
Roofs, Cornices, and Related Elements	<p>-Critical to the architectural character of the structure and urban streetscape.</p> <p>-Mix of residential and commercial buildings provides a variety of roof shapes.</p>	<ul style="list-style-type: none"> • Roofing materials -Flat: built-up roofing -Sloped: slate, tile, wood, and metal -Use of asphalt and fiberglass as substitutes is discouraged. • Flashing: roofing material should overlap the flashing by a minimum of four inches. • Rainwater conduction system: should be visually unobtrusive, have historically appropriate forms, and should not obscure the architectural detail or character of the building. • Cornice: Should match material, profile, and detailing of the original. • Dormers, chimneys and other decorative roof elements: should not be removed or altered. • Repair and replacement of historic roofing system -New work should be compatible with the historic and architectural character of the building, and original detailing should be saved or replicated wherever possible. -A modern alternative should be given to matching the scale, texture, configuration, profile, detailing, and color of the original as best as possible.
Masonry	<p>-Unusual mixture of masonry materials complements the different architectural styles and contributes to the neighborhood's rich texture and solid presence.</p>	<ul style="list-style-type: none"> • Materials: brick, stucco, terra cotta, granite, limestone, marble, sandstone, brownstone, serpentine, schist • Coatings and paint -Use of all masonry coatings should be avoided. -If a masonry wall is already painted, it is rarely advisable to remove the paint. If painted masonry needs repainting, it is important to use a paint that is designed for masonry and does not create an impermeable film. Avoid epoxies, most alkaloid paints, or any textured paint. The color should be similar to the original masonry. • Repair -Only those areas of a building's masonry façade that are deteriorated should be replaced to retain as much original fabric as possible. -Damaged masonry should be replaced with the new or salvaged material using a traditional bedding mix. • Repointing -New mortar should match color, hardness, and the joint profile.

		<p>-Finished joint profile usually slightly recessed from the face of the wall and avoids over filling of the joint.</p> <ul style="list-style-type: none"> •Replacement siding <p>-Encasing a masonry structure in aluminum or vinyl is not allowed.</p> <p>-Repaired stucco must have a smooth finish; special decorative finishes are not allowed. Beige may not be the appropriate color.</p>
Cast Iron	-Many buildings exist in the district.	<ul style="list-style-type: none"> •Guidance only for maintaining and stabilizing cast iron facades.
Windows	<p>-Key to defining a building's historic character.</p> <p>-The style, size, configuration, profile, and materials of the window's features are individually and collectively important elements of the building's overall design.</p>	<ul style="list-style-type: none"> •Maintenance -Re-finishing surfaces with formed aluminum capping is not recommended. -Replacement of the pulley should use matching element. •Storm windows -Meeting rails and stiles of the storm must align with those of the historic window and the color should match the color of the window frame. Interior storm windows are much preferred, especially on primary façade. •Replacement -If replacement window sash and frames are installed on primary or highly visible facades, they should match the original in materials, operation, configuration (the pattern or organization of glass panes), profile, and detail. -Vinyl windows with snap-in muntins should be avoided. •Security bars and grilles -If replacement is necessary the new grilles should match the originals, and installed without damaging the window frame or masonry. -Installation of modern security bars or grilles on the outside of windows that would not have originally had such features is discouraged. •Awnings, exterior shutters, and flower boxes -Should match the original in wood. If originals are not available, match the panel pattern of historic doors and reveals. -Fixed aluminum awnings are not appropriate -Flower boxes should not be screwed directly into a stone sill or allow them rest against the masonry wall
Doorways	<p>-Reveals much about original builders and owners</p> <p>-Most historic wooden doors are made of stiles and rails.</p>	<ul style="list-style-type: none"> •Repair and replacement -If an original door must be replaced, the new door should match the original design, material, and configuration. If the original door is missing, the replacement can be determined by examining neighboring or similar buildings; by looking at historical photographs, pictures, and surveys. •Door surrounds: missing masonry elements can be replaced with molded cement-based patches. •Hardware: the style of the hardware on a door should be compatible with the age and style of the door and dwelling. •Storm and screen doors: prepainted aluminum doors are not appropriate.

		<ul style="list-style-type: none"> •Lighting and electoral devices -Should be as simple and unobtrusive as possible, and wiring should be run inside the building. -Exterior lighting should be appropriate to the style of the building, or as inconspicuous as possible. -Doorbells and intercom boxes should be small and recessed into the casting or wood reveal to the side of the door.
Stoops, Railing, Gardens and all the rest	<ul style="list-style-type: none"> -Play an important role in creating the character of the district. -Establish a relationship between the building and the street, and contribute to the overall streetscape. 	<ul style="list-style-type: none"> •Stoops and railings -Should be designed to harmonize with the building façade -Same materials are recommended for front steps, cellar entrances, and basement-level watertables -Exhibit patterns and shapes of railing associated with the style of the building. -Stoops commonly use marble or granite. Painting is not recommended. -Joint on steps should be mortared. When replacing mortar, use a mortar made with lime, sand, and cement. -Historic stair railings, boot scrapers, and bollards are made of wrought or cast iron. •Sidewalks: -Usually large slabs of granite or flagstone -Should match original material
Storefronts	<ul style="list-style-type: none"> -Contribute to both the retail atmosphere and the integrity of the historic district 	<ul style="list-style-type: none"> •Storefronts -Historic storefronts should be retained, repaired, or restored with matching materials. -If it is completely missing, the new storefront should approximate the original configuration, based on photographs or other historical evidence. In the absence of solid evidence, simple generic storefront features are recommended. •Signage and Awnings -Sign should be to scale with the building and storefront, and should be place within the historic “signboard” area – the fascia under the storefront’s cornice. -Sign must not obscure, damage or destroy any of the character-defining features of the building. -A single projecting sign may be appropriate. The support structure must be attached into mortar joints, not into actual masonry, and be small enough that it does not become too conspicuous. -Awnings should have a shed-type shape and fabric-like material. -Size of awning should be consistent with an individual window or doorway and should be attached below the cornice. -Signage should be placed on the apron, not on the slope. •Security grilles and bars: should be situated on the interior of the storefront, behind the glass.
New Construction	<ul style="list-style-type: none"> -Need to be harmonized with the existing context and 	<ul style="list-style-type: none"> •New construction -Should not obscure, damage, or destroy character-defining features.

	enhances the styles and uses.	<p>-Additions should not exactly duplicate older structures, and new additions should be designed so that the historic and new construction can be clearly distinguished.</p> <p>-Should be compatible with the size, scale, color, material, and character of the property and neighborhood.</p> <p>•Design consideration</p> <p>-Height: similar to adjacent structures</p> <p>-Material: use brick that is similar in color to that found on adjacent buildings.</p> <p>-Street wall and cornice line: respect the street line create by its neighbors.</p> <p>-Rhythm of openings: similar size and overall placement as adjacent buildings.</p>
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Appendix D:

Subject/Not subject to Philadelphia Historical Commission Approval & Recommend/not recommend for New Construction

	Not Subject to Approval	Subject to Approval
Roofs, Cornices, and Related Elements	<ul style="list-style-type: none"> -Constructing roof hatches, decks, or skylights -Altering or removing dormers, dormer windows, chimneys, or other roof elements -Replacing roofing material -Replacing surfaces or decorative components of cornices -Replacing entire cornices or major repair to cornice -Repairing or replacing flashing if large portions of roof are removed -Replacing or repairing skylights, chimneys, roof hatches, and other features -Re-setting and repointing coping stones on parapet walls -Installation of antennas, or satellite dishes or other appurtenances or equipment 	<ul style="list-style-type: none"> -Minor patching of roofs, cornices, or other decorative elements to restore their original appearance -Replacing or repairing "flat" built-up bituminous roofs -Routine maintenance
Masonry	<ul style="list-style-type: none"> -Repainting previously unpainted masonry -Repainting previously painted masonry -Repairing or resurfacing masonry -Cleaning exterior wall surfaces -Removing graffiti -Stripping paint from the façade -Applying masonry coatings -Repointing -Repairing cracks -Installation of air-conditioning units through or anchored in masonry 	None
Windows	<ul style="list-style-type: none"> -Installing new sash or frames -Installing exterior storm windows -Installing or removing exterior shutters -Installing window awnings -Installing window boxes -Installing or removing exterior security bars, rolls, roll down security shutters -Altering the size, shape, or design of a window opening -Blocking in existing window openings or constructing new openings -Restoring original window openings -Replacing original window materials (extensive) 	<ul style="list-style-type: none"> -Caulking -Weather stripping -Reglazing -Minor repairs to original window materials -Repairing suspension systems (pulleys, chains, ropes) -Repairing or replacing window hardware -Installing most interior storm windows -Installing interior security bars or grilles -Installing regulation child guards -Painting

Doorways	<ul style="list-style-type: none"> -Installing exterior lighting, intercoms and doorbells -Installing new doors, storm doors or door frames -Installing security grilles or bars -Replacing solid door panels with transparent materials -Replacing transparent door materials with solid materials -Altering door frame and/or surround -Altering door material or configuration (size, number of doors, transoms, or glazing) 	<ul style="list-style-type: none"> -Painting wood elements -Sanding or refinishing -Repairing wood door and/or frame -Replacing or installing locks/hardware -Replacing broken glass -Weather stripping
Stoops, Railing, Gardens and all the rest	<ul style="list-style-type: none"> -Repairing or repointing masonry steps -Painting or cleaning masonry steps, check walls or railings -Replacing or removing steps or railings -Repaving a sidewalk with new materials -Major sidewalk repairs, including sidewalk vaults 	<ul style="list-style-type: none"> -Minor sidewalk repairs -Repairing railings (e.g. replacing worn or missing fasteners) -Painting metal railings, bollards or security gates
Storefronts	<ul style="list-style-type: none"> -Painting masonry -Removing, replacing or altering storefronts -Installing or replacing signage -Removing, replacing or installing awnings -Installing or replacing security grates, grilles or bars -Installing or replacing accessibility features, such as ramps, railing or lighting 	<ul style="list-style-type: none"> -Painting wood or cast iron components

Recommend for New Construction	Not recommend for New Construction
<ul style="list-style-type: none"> -Alignment with adjacent building height and cornice line -Relating to adjacent window sills and heads -Materials similar to neighboring buildings -Similarity in roof profile -Doorway design, dormers, and bay windows should differ in design, if not overall scale, from adjacent buildings 	<ul style="list-style-type: none"> -Misalignment with adjacent building height and cornice line; some variety is acceptable -Window height, size and design radically different from neighboring buildings -Dissimilar roof profile and design

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