

Abstract

The Efficient Operation and Management of Citizen Hall Using by the SBA(Seoul Business Agency) Convention Center

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To increase the accessibility of Citizen Hall, it is necessary to magnify the service area. Citizen Hall serves as a Citizen's lifestyle courtyard where citizens can create and share their opinions together. It also helps citizens to communicate with local government and participate in administration. In addition, it provides services for residents such as offering the ground for local activities. Since it opening in January of 2013, on average almost 5300 people visit per day, and the number is still rising. Visitors have responded with high remarks and satisfaction about the facility. Citizen Hall is located in the middle of city and therefore can be an active communication tool for citizens, such as providing civil services. However, other capacities show relatively low achievements, such as project of administration with participation of local residents and providing grounds for local activities.

The need for a regional Citizen Hall to correct the imbalance and strengthen the positive role of Citizen Hall is increasing. Currently, Citizen Hall actively serves its role as the route for civil communication and provides service for citizens. Passive programs such as art galleries and cultural activities have been showing high interest. To bring more active civil participation from administration and provide more grounds for local activities, countermeasures are needed to improve access of Citizen Hall geographically and psychologically. To that extent, regional Citizen Halls can be the resolution. Regional Citizen Halls not only suggest a variety of functions of its role by considering the regional characteristics, but also encourages participation from citizens and

even supports local activities using its own resources.

In order to reduce the budget idle space can be improved and used as productive space. If idle areas of Seoul and other districts could be utilized wisely, it would be possible to lower the budget, and shorten the period of preparation to build regional Citizen Halls. In that sense, SBA convention centers could be very useful as the potential facility for a new Citizen Hall. Its use would help to utilize the idle resources in reducing the budget and would be beneficial to many people, such as visitors of SETEC, citizens of neighboring areas, and those who use facilities of Yangjaecheon. There are many talented people and acts in the Dongnam area especially, so more live activity at the Citizen Hall could be expected. It is possible to improve the quantity and quality of regional cultural services by demonstrating active public cultural services.

How can the regional Citizen Hall be developed? (SBA Citizen Hall?) - Accessibility, openness, activity, function, autogenic power. Accessibility: Make the Citizen Hall an open place to narrow the psychological distance, and improve transportation and road situations to make accessibility easier. Openness: Regional citizen and users of regional facilities should be able to easily utilize Citizen Hall; physically adjust the parking lot and entrance area. Activity: Design the community cooperation space inside Citizen Hall to guide various activities in promoting community activity. Function: Follow the four functions of Citizen Hall by separating the space allocated for a smoother operation. Autogenic Power: Citizen Hall should find its own revenue model, and not depend on support systems of the city government.

Requirements to adjust main functions of regional Citizen Halls, based on district characteristic. Consideration should be taken of the five regional demographics done by Seoul City and existence of similar facilities to make functional guidelines for regional Citizen Halls. Our first priority in expanding Citizen Hall is utilizing the idle areas in Seoul and other districts and refraining

from building new facilities. Therefore it is necessary to review facilities in Seoul city and other regional districts. Within the early stages of the Citizen Hall project, attractive programs should be marketed in order to elicit more participation from citizens in the long-term.

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