

The 3rd Anniversary of the 7th Popular Election: ‘New Haeundae’ moving towards the future

Subway extension to enable release from chronic traffic problems

In 2019, Haeundae independently promoted the Osiria Line extension of Metro Line 2, and Busan City also reflected this in this year's 'Busan Metro Network Construction Reorganization Plan'. When Metro Line 2 is extended to Osiria, traffic congestion will be resolved, accessibility to the city center improved and local tourism is also expected to be revitalized.



Haeundae Green City Remodeling

Jwadong New Town will be renamed Haeundae Green City and transformed into a smart city through apartment remodeling. Haeundae plans to prepare for future-oriented and sustainable urban development centered on residents by conducting research services for the development of Jwadong. In addition, in June 2021 an ordinance promoting the remodeling of old apartment houses will be enacted to provide systematic and practical support for the remodeling process.



Haeundae-Cheongnyangni KTX
Ieum to open in 2022

The KTX Ieum is to stop at Sinhaeundae Station. It will enable Dongbusan passengers to travel to the metropolitan area quickly and promote tourism and economic revitalization in the Haeundae area. The operating routes are the Donghae Line (Bujeon-Haeundae-Ulsan-Pohang-Donghae-Gangneung) and the Jungang Line (Bujeon-Haeundae-Singyeongju-Yeongcheon-Wonju-Cheongnyangni) and it is scheduled to open in the second half of 2022.



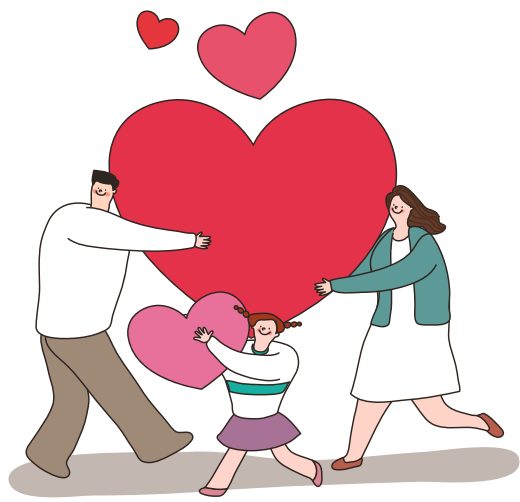
Centum-Mandeok Deep Underground Road:
Construction in full swing

If a deep underground road connecting the East and West areas of Busan regions is built, it will be helpful in resolving the regular traffic jams on existing roads. The 9.62km-long underground road will be built on a four-lane round-trip between Jaesong-dong and Mandeok-dong, Buk-gu, and construction work is currently in full swing with the goal of opening in November 2024.



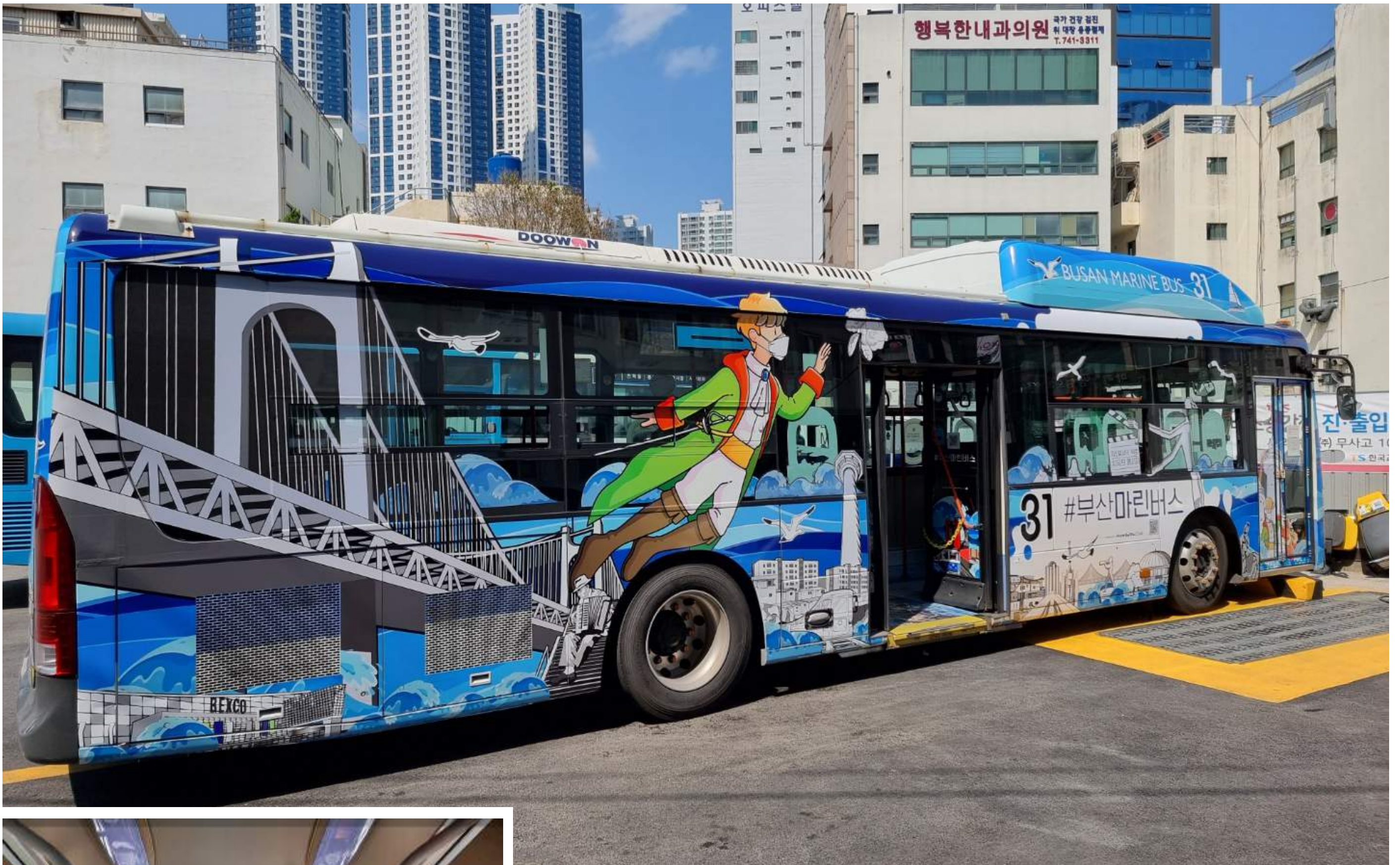
Haeundae-Sasang Expressway
Construction in Progress

The expressway will connect the Namhae Expressway (Changwon, Yeosu) and the Donghae Expressway (Pohang, Ulsan) to allow direct connection to the metropolitan economic zone in the southeast region. In addition, by connecting Haeundae to Sasang in 30 minutes, it is expected that logistics and traffic congestion costs will be reduced.



'Haeundae Love Thermometer': Hotter even with prolonged COVID 19

Haeundae won the 'Community Chest of Korea Helping Neighbors' grand prize. Haeundae gained recognition for its Year-end and New Year Helping Neighbors Campaign and was recognized for raising the highest amount of 657 million won in Busan. Last year, everyone had a difficult and hard time due to the prolonged COVID 19 pandemic, but the number of voluntary donors increased by 98 in 2020 compared to 2019 with the desire to help others during such difficult times. In particular, there were continuous item donations for shortage items such as masks.



The Little Prince's Consolation to Citizens Exhausted from COVID 19

There is a bus that resembles the sea in Haeundae. On the outside of the bus, the appearance of the mask-wearing Little Prince in Gamcheon Culture Village against the background of blue waves and various hot places in Busan catches the eye. Passengers getting onto the bus are amazed at the view of the interior with the sea stretching out in front. The Busan Marine Bus is introduced every summer by Busan Metropolitan City and Busan Mass Transit Citizen's Funds Foundation. This year's Busan Marine Bus sees additions of Cheongsapo Lighthouse and Daritdol Observatory, Haeridangil, Dongbaekseom Nurimaru, Cinema Street and Busan Cinema Center along with the existing landmarks of Busan such as Yongdusan Tower and Gwangan Bridge. We also added places attracting attention on social media, such as Haeridangil, Nurimaru Dongbaekseom, Cinema Street, and Seoul Cinema Center. The image of a surfboard is engraved on the bottom surface of the vehicle, creating the illusion of surfing in the blue sea of Songjeong. A sunroof image is created on the ceiling to express the blue sky with seagulls flying, and the windows are reminiscent of airplane windows. The Marine Bus runs for 100 days every year from June 1, which is the yearly Day of the Sea, to September 10, the Day of the Sea. This year, five city bus routes, one bus each for routes number 31, 27, 49, 68, and 87, are operating and as the public response is positive additional operations are being considered.