

# Yumeshima Development Concept (Draft)

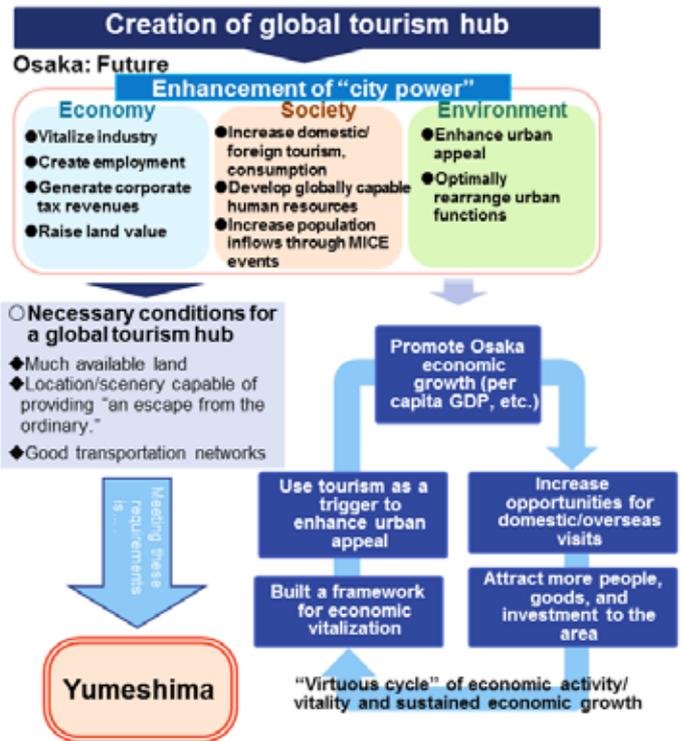
Toward the Creation of a Global Tourism Hub

(Overview)



# 01 Osaka: Current Situation, Future Direction

- We focus on “tourism” and “visitor appeal” to attract people, goods, and investment to the area. These elements are to support the growth of Osaka into the future and add to its international appeal.
- We envision the creation of a new global tourism hub, one that taps the energy of the countries/regions of Asia to spark the growth of Osaka economy and drive demand.
- Through this formation of a new hub for global tourism, we envision the enhancement of the urban appeal of Osaka and the creation of a virtuous circle of activity/vitality and sustained economic growth.
- Necessary for the formation of such a hub is a suitable location—broad tracts of land together with scenery capable of providing “an escape from the ordinary.”
- Yumeshima fits the bill—it is here that we will build this new global tourism hub.



# 02 Yumeshima: Current Situation, Positioning

## 1. Waterfront: Potential

- Several projects are underway within which the locational features of the waterfront area (large landfill tracts, substantial urban blocks, etc.) to verify and commercially apply leading-edge technologies.
- The site will host one of the largest logistics centers in West Japan, to serve as a gateway to the world.
- Through a highway network, the waterfront offers convenient access to the Osaka city center and other nearby cities as well.
- Many tourism assets are located nearby, such as Osaka Aquarium Kaiyukan, Universal Studios Japan(R) (USJ), a baseball stadium, a basketball arena, and other sports venues.

### Potential of specific areas

#### Yumeshima

- Capable of supporting large town development into the future.
- Waterfront location supports a sense of “escape from the ordinary.”

#### Maishima

- Extensive sports and recreation areas.
- A concentration of logistical and environmental facilities.
- Home ground (practice and games) to Osaka Evessa (basketball), the Orix Buffaloes (baseball), and Cerezo Osaka (soccer).



Sources: port of Osaka 2015/2016

#### Tempozan/Chikko District, West Konohana District

- Many attractions, including Osaka Aquarium Kaiyukan, Tempozan Marketplace and Universal Studios Japan(R) (USJ), make this area one of the leading tourist attractions in Osaka, attracting visitors from Japan and overseas.
- Osaka Aquarium Kaiyukan and USJ are situated on opposite banks and linked by shuttle boats (10-minute trip).
- Tempozan can handle ultra-large passenger ships.

#### Sakishima

- Sought to become a venue of business and trade vis-a-vis East and South Asia.
- Cluster of research & development facilities in such advanced and rapidly growing fields as environment & energy, medicine and nursing/elderly care.
- Sakishima is notable for Seaside Cosmo and other green spaces, along with its canals, amenity-rich accommodation and housing neighborhoods, and accommodation facilities.

## 2. Waterfront: Challenges

- Development must be such that it meets the demands of the era while bringing out the full potential of the waterfront area.
- Access along the waterfront (particularly up to Yumeshima) must be improved, as must connections to transportation networks throughout Kansai.
- Functional collaboration among waterfront districts (Yumeshima, Sakishima, Maishima, Tempozan/Chikko, West Konohana) must be reinforced.
- Also necessary are: zoning to bring out the full capabilities of both tourism facilities and logistical facilities within the area; and introduction of functions capable of driving the next generation of growth.

### 3. The Yumeshima of the Future

- Development must be such that it brings out the full potential of Yumeshima, most notably the vast expanses that it offers.
- Yumeshima, through collaboration with other waterfront districts, is to contribute to efforts to advance economic prosperity and enhance urban attractiveness.



#### **A new driver of Osaka growth - Global Tourism Hub -**

- Yumeshima is to contribute to efforts to revitalize the Osaka economy through the formation of a highly attractive global tourism hub, one that plays on the potential of this location for its (a) broad tracts of land capable of supporting extensive development into the future and (b) seafront positioning capable of supporting a sense of escape from daily reality.
- It is also to contribute to efforts to revitalize the economy of West Japan through the formation of a network that links to not only other waterfront districts, Osaka City and its surroundings, but also to locales throughout West Japan, thereby broadly distributing its benefits.

#### **Enhancement of existing growth drivers - International Logistics Hub -**

- The Port of Osaka has been designated as a Strategic International Container Port, and Yumeshima, with its advanced container terminal, is to play major role within it, as are the supporting/peripheral industries and international logistic facilities associated with the terminal. All told, Yumeshima is to contribute to Osaka/Kansai economic activities and, by extension, support the livelihoods of area residents.

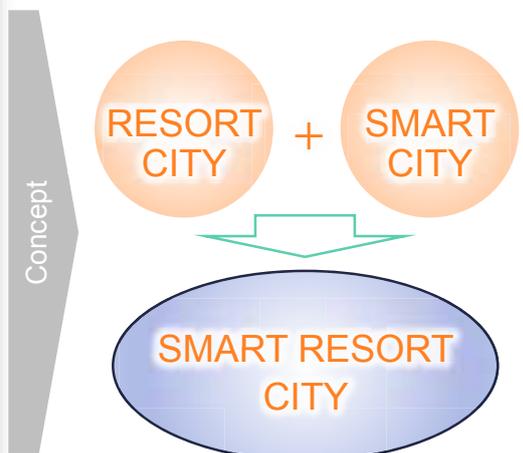
#### **Appropriate zoning, urban infrastructure, etc.**

- Yumeshima is to be zoned in such a way that its global tourism aspect and its international logistics aspect can both operate to their full potential. Work will be done to, among other preparations, provide good transportation access and create attractive urban spaces.

### 4. Toward the Formation of a Global Tourism Hub

- Following an analysis of the potential and challenges of Osaka and the waterfront, we next derive a directionality for the formation of a global tourism hub.

- Form an international, highly creative entertainment center to serve as a cornerstone for tourism in Osaka, Kansai and Japan as a whole.
- Both at home and abroad, present Yumeshima as a showcase centering on world-class MICE facilities and its role in transforming new technologies, know-how and other advances into business opportunities.
- Provide a forum in which to create and experience innovative new technologies, including those for the enjoyment of long and healthy lives.
- Support a network that taps the energy of Osaka/Kansai to drive broad regional synergies.
- Develop globally prominent towns/communities.
- Create technologically intensive "smart cities."
- Create pleasant living environments by merging earth/natural environments with "smart" technologies.
- Create pleasant, high-quality spaces through artistic design.
- Develop towns/communities that combine safety/security with 'round-the-clock amenities.
- Develop towns/communities under private sector initiative.

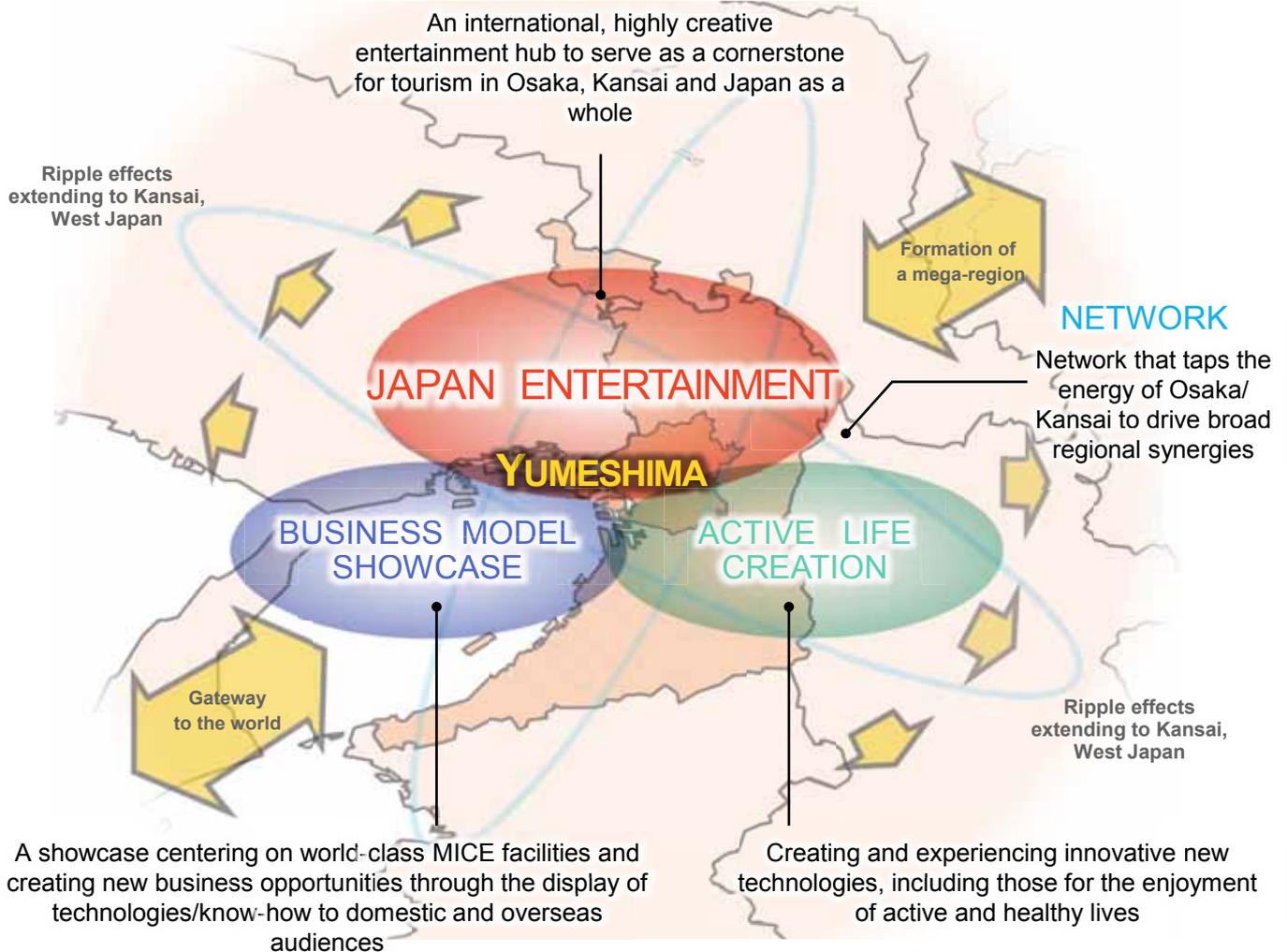


## SMART RESORT CITY

[Concept]

Dreams, Creations and the City of the Future

[Urban functions]



[Development policies]

- Land use** ▶ Develop globally prominent towns/communities
- Urban infrastructure** ▶ Create technologically intensive “smart city”
- Environmental coexistence** ▶ Create pleasant living environments by merging earth/natural environments with “smart” technologies
- Space design** ▶ Create pleasant, high-quality spaces through artistic design

[Support systems]

- Safety, Security** ▶ Develop towns/communities that combine safety/security with ‘round-the-clock’ amenities
- Development, Management** ▶ Develop towns/communities by using the energy of the private sectors