

04 Urban Functions

JAPAN ENTERTAINMENT

An international, highly creative entertainment hub to serve as a cornerstone for tourism in Osaka, Kansai and Japan as a whole

- To encourage efforts to create a hub centered on an integrated resort*, one that is: world-class in terms of both quality and scale; rich in contents/facilities that highlight the arts and culture of Kansai and Japan; and, as an international entertainment forum, known for a variety of top-level offerings.
- To encourage efforts to enhance the appeal and competitiveness of the waterfront area as a whole through collaboration with other nearby tourist attractions (e.g., by providing information and supporting efforts to induce visitors to remain in the area and explore other sites).



Figure: A concentration of world-class entertainment facilities (images)

Sources: <https://www.flickr.com>

BUSINESS MODEL SHOWCASE

A showcase centering on world-class MICE facilities and creating new business opportunities through the display of technologies/know-how to domestic and overseas audiences

- To encourage efforts to create a MICE hub, one centered on an integrated resort (IR) and having global competitiveness. And, with it, to bolster our ability to accommodate large exhibitions and international conferences, which in turn is to support efforts to enhance city power and promote business prosperity.
- To encourage efforts to build a town/community that, through the synergistic combination of a global tourism hub (drawing power) and a center for the verification/demonstration of advanced technologies, develops innovations to support the next generation of growth industries.



Figure: MICE facilities and the largest trade shows in Japan (images)

Figure: Simulations of advanced technologies (images)

Sources: (1) Nikken Sekkei Ltd.; (2) & (3) <https://pixabay.com/ja/>

ACTIVE LIFE CREATION

Creating and experiencing innovative new technologies, including those for the enjoyment of active and healthy lives

- In step with a movement to bring the 2025 World Exposition to Yumeshima, to be encouraged are efforts to promote a residential environment that supports (a) the creation of high-quality spaces/services to enhance quality of life (QoL) by means of state-of-the-art technologies and (b) the development of various "new tourism" formats.



Figure: Testing and verification of advanced technologies for QoL improvement, "New tourism" and its benefits, A variety of accommodation for a variety of needs (images)

Sources: (1) & (2) <https://pixabay.com/ja/>; (3) Nikken Sekkei Ltd.

05 Yumeshima—Linking the Network

NETWORK

Network that taps the energy of Osaka/Kansai to drive broad regional synergies

- The benefits of this new global tourism hub are to extend out from the waterfront to West Japan as a whole, invigorating those areas as well.
- Bringing together the knowledge and expertise of areas throughout Kansai.



Figure: Bolstering international competitiveness by strengthening linkage between city center, waterfront



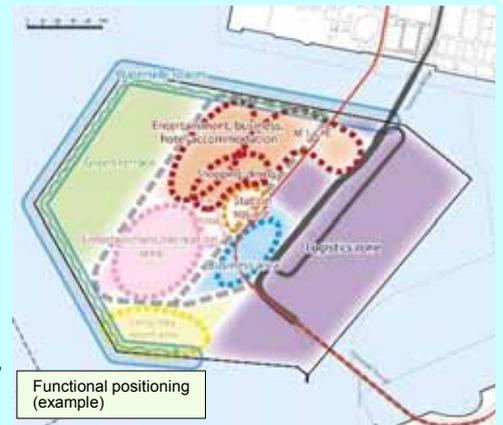
Figure: Collaboration with Setouchi (Inland Sea) (image)

06 Development Policies

Land use ▶ Develop globally prominent towns/communities

- With landfill work still underway at Yumeshima, zoning/land utilization planning must necessarily cover the full range of future outlooks, from short- to long-term.
- The global tourist hub is to be formed in stages, with the first phase to cover approximately 70 ha; the second, 60 ha; and the third, 40 ha.
- Facilities/capabilities to be introduced within each step are to maintain a degree functional/spatial integration. Thus, as Yumeshima approaches its conceptual goal of becoming a “Smart Resort City,” the value of the area is to rise accordingly.

Station-centered arrangement of entertainment, recreation and business functions
Figure: Functional positioning (example)



Urban infrastructure ▶ Create technologically intensive “smart city”

- Urban infrastructure to support a global tourism hub, high-tech business cluster and logistical center
- Improve waterfront area access through railway extensions.
- Provide road access with roadways that are pleasant, appealing and suitable for a resort area.
- Configure a multi-dimensional networked (“smart”) urban infrastructure.



Figure: Railway access

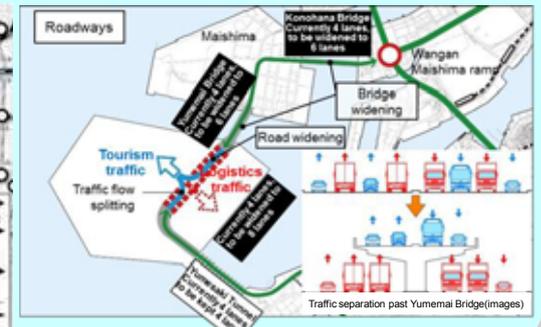
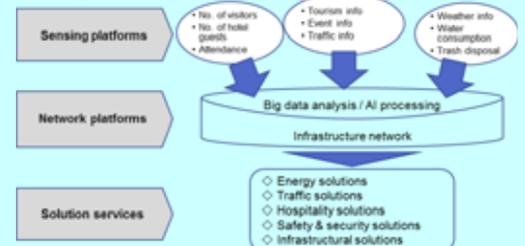


Figure: Roadway access

Environmental coexistence ▶ Create pleasant living environments by merging earth/natural environments with “smart” technologies

- To encourage efforts to create a “zero carbon emission” town/community following on the “three Ss”—Sustainability, Security and Showcasing.
- Promotion of effective/efficiency area management through the use of ICT
- Creation of a city coexistent with the environment by utilizing natural surroundings

Figure: ICT and innovative area management (images)



Space design ▶ Create pleasant, high-quality spaces through artistic design

- To encourage efforts to create a space design that conjures a sense of the “escape from the ordinary” provided by attractions that can only be seen in Yumeshima, attractions that can only be experienced in Yumeshima.
- To encourage efforts to utilize the characteristics of Yumeshima to create attractive spaces of greenery and waterfront/side scenery.



Figure: Landmark buildings (image) (e.g., Sydney Opera House, Guggenheim Museum Bilbao)

07 Support Systems

Safety, Security ▶ Develop towns/communities that combine safety/security with ‘round-the-clock’ amenities

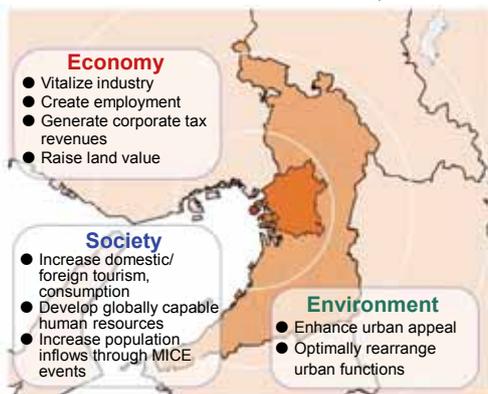
- To encourage efforts to bring together hospitality and state-of-the-art technology to create a town/community that offers ‘round-the-clock’ safety/security during normal times and also under emergency conditions (e.g., following a natural disaster).

Development, Management ▶ Develop towns/communities by using the energy of the private sectors

- To encourage efforts to: (a) introduce a systematic framework in which to advance the development of Yumeshima as a town/community that is attractive and maintains a sense of consistency as appropriate for a “smart resort city”; and (b) nurture the development of personnel capable of providing a high level of service within the tourism and other industries.

08 Effects of town/community development

[Beneficial effects on Osaka, Kansai]



Enhancing the "city power" of Osaka, Kansai

[Beneficial effects through West Japan onto Japan and the world at large]

- **Ripple effects on West Japan**
 - Lure tourists in the Chugoku and Shikoku regions; etc.
- **Ripple effects on Japan**
 - Support "industry networking" among differing regions
 - Raise consumption by encouraging inbound; etc.
- **Ripple effects on the world at large**
 - Raise the name recognition of Yumeshima, Osaka and Kansai
 - Provide investors with investment opportunities
 - Induce Japanese tourists to visit the Yumeshima area more often; etc.

[Reference] Estimates (calculated predictions by the City of Osaka) of economic effects of international tourism hub construction/operation

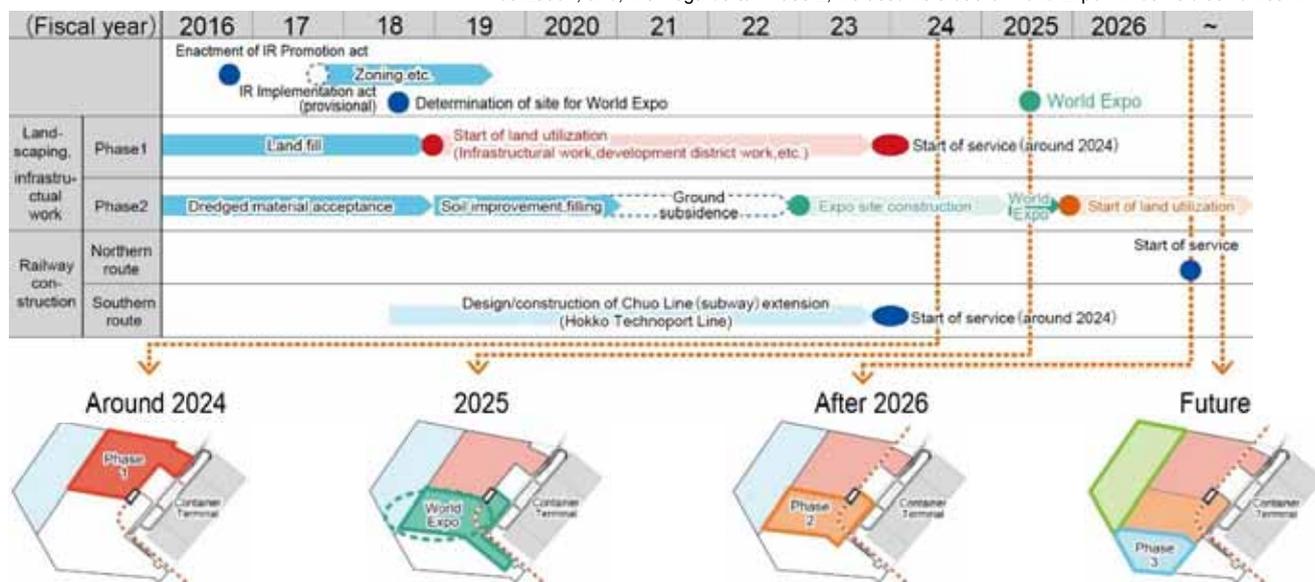
Construction phase	Phase 1 (70 ha)	Phase 2 (130 ha)	Phase 3 (170 ha)
Visitor draw	Approx. 15mn people/y	Approx. 27mn people/y	Approx. 30mn people/y
Construction investment*1	Approx. ¥430bn	Approx. ¥735bn	Approx. ¥824bn
Economic ripple effects of construction investment*2	Approx. ¥760bn	Approx. ¥1,300bn	Approx. ¥1,460bn
New employment (construction investment)*2	51,000 people	88,000 people	98,000 people
Economic ripple effects of operation*2	¥690bn/y	¥980bn/y	¥1,100bn/y
New employment (operation)*2	83,000 people/y	118,000 people/y	132,000 people/y

*1 This figure covers only building construction costs. It does not include other site landscaping, exterior works/structures, design/management, consumption tax, etc. Nor does it include the construction of public facilities.
 *2 Economic ripple effects in the Kinki region (Osaka, Kyoto, Hyogo, Nara, Shiga and Wakayama prefectures). Employment creation includes self-proprietors and any family members they may employ.

09 Towards the realization of a global tourism hub

1. Schedule (as currently envisioned) for Yumeshima town/community realization

Note: Landscaping assumptions: With regards to Phase 1, we assume an early (prompt) start to land utilization; and, with regards to Phase 2, we assume that the World Expo will be held at Yumeshima.



2. Towards project realization

- This project seeks to develop Yumeshima overall into an attractive global tourism hub that draws people from all over the world. Indispensable for this will be Yumeshima's ability to gather attention within the first phase of the project, and a key determinant of that will be the success of Yumeshima's core IR (integrated resort) facilities within the first phase.
- From here, and as we get a better idea of just what is contained within the Act Promoting Implementation of Specified Integrated Resort Areas, we need to advance our study/investigation of a construction scheme, one that covers the resort together with railways and other major access routes necessary for its construction and operation.
- The development of Yumeshima, with its vast tracts of land, must necessarily be advanced in a stepwise manner over time. And, as such work progresses, it also important to maintain the consistency/integrity of Yumeshima as a whole. Here, concrete discussions must be advanced on such issues as, for one, the formulation of a business plan that comprehensively addresses such aspects as infrastructural placement, space design and town management.
- We are also called upon to consider such matters as the creation of a framework within which the public sector and the private sector can work together to turn the Yumeshima concept into a reality.

Committee for Yumeshima Development Concept

Kansai Economic Federation (Kankeiren)
Kansai Association of Corporate Executives
Osaka Chamber of Commerce and Industry
Osaka Prefectural Government
Osaka City Government

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(Administrative office: Economic Strategy Bureau, Osaka City Government)