

05 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

<Concept, objectives>

- 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.
 - The aspect of the development is to be centered on an integrated resort (which we plan to invite in the future). To be played upon are the full advantages of the location (vast tracts of land, surrounded by water and thereby different from the city center and conducive to a sense of “escape from the ordinary”) in support of efforts to create a vast entertainment hub that offers a variety of experiences.
- 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).
 - There are many places to visit in the area—Universal Studios Japan, Osaka Aquarium Kaiyukan, Maishima Sports Island and so on—and, by providing information to induce visitors to explore them too, we will work to enhance the appeal/competitiveness of not just Yumeshima, but of the overall waterfront area.

(*) An “integrated resort” is legally defined as an “integration of facilities consisting of casino facilities and convention halls, recreation facilities, exhibition facilities, accommodation facilities and other facilities considered to contribute to the promotion of tourist industry and are developed and operated by private companies.”

<Directionality, approaches>

1. World-class entertainment unlike anywhere else in Japan

- We envision the creation of an international entertainment hub, one that people the world over will hope to visit someday; one that plays on the uniqueness of the new Osaka/Kansai attractions it provides (i.e., attractions that can only be seen in Yumeshima, attractions that can only be experienced in Yumeshima); one that combines an array of entertainment that is world-class in terms of both quality and scale; and one that provides access to such attractions 365 days a year.
- And, to take full advantage of its proximity to the Kansai International Airport, the hub, we envision, is also to offer, for one, “nighttime activities”—that is, 24-hour access to its features and attractions.



Figure: A concentration of world-class entertainment facilities (images)³¹

31 Source : <https://www.flickr.com>

- To be encouraged are efforts to enhance the appeal of the overall waterfront area through collaboration with other nearby tourist attractions, possibly including, for example, Universal Studios Japan, Osaka Aquarium Kaiyukan and Maishima Sports Island. Toward this end, information and support efforts are to be provided to induce visitors to remain in the area to explore these and other sites.

(Example approaches)

- Aerial sightseeing (helicopter rides): Enjoy grand views of Yumeshima from the air (collaboration with Maishima Heliport).
- Virtual reality (VR): Watch events at Maishima sports facilities, etc., at a VR theater.



Aerial tourism (image)³²



Arena (image)³³



VR sports (image)³⁴

Figure: Collaboration with nearby facilities to enhance appeal of overall waterfront area

- Envisioned is the creation of a “showcase” capability to introduce the culture, customs and sites of Osaka, Kansai and Japan as a whole, thereby deepening visitors’ understanding/appreciation of these attractions and, by that, piquing their interest in further exploration. Such collaboration with nearby cities/facilities (tourist sites) will, through its reciprocal nature, also act to strengthen the drawing power of Yumeshima itself.

(Example approaches)

- Sightseeing/tourism guidance by means of theaters that utilize state-of-the-art digital and VR technologies.
- Establishment of travel concierge desks (to provide such services as, for example, informational distribution/explanation with VR theaters, procurement of taxis capable of providing multilingual guidance, etc.)
- Direct/dedicated shuttle service to tourism sites, major transportation hub, etc.
- Distribution of pertinent information from other prefectures (via regional promotion centers/shops, etc.).



Information center (image)³⁵



Travel concierge desk (image)³⁶



Tourism site guidance with VR (image)³⁷

Figure: Showcase capability

³² Source : <https://pixabay.com/ja/>

³³ Source : <https://www.flickr.com>

³⁴ Source : <https://www.flickr.com>

³⁵ Source : OSAKA-INFO (Osaka Convention & Tourism Bureau homepage)

³⁶ Source : Imperial Hotel homepage

³⁷ Source : Nara National Research Institute for Cultural Properties homepage

2. Showcasing the culture, arts, and entertainment of Osaka, Kansai and Japan

- To envision the creation of a tourism hub, one demonstrative of Osaka and greater Japan, by providing the facilities, contents and services to draw visitors, both Japanese and non-Japanese, to the area to partake of: the cultural/artistic heritage of Osaka/Kansai/Japan, including: theater/performing arts and *matsuri* festivals; modern “Japan pop” culture; and other such attractions.
- To encourage visitors to partake of Osaka and Japanese cuisine (*washoku*, registered as a UNESCO Intangible Cultural Heritage) in its full seasonal variety and natural harmony, including *kappo* (traditional Japanese “creative cuisine”) and *konamono* (flour-based) dishes.
- To envision a provisioning of high-quality facilities to greet visitors from the world over, to show hospitality and provide opportunities to acquaint/reacquaint themselves with Japanese culture. Such facilities are to include Japanese gardens and stages for *Noh* (Japanese plays) and other traditional performing arts.
- To encourage waterborne tourism as appropriate for Osaka, the “Aqua Metropolis,” through tie-ups with Osaka Bay cruises, Osaka Water Corridor cruises, Setouchi (Inland Sea) cruises, etc.



Bunraku (image)³⁸



Kabuki (image)³⁹



Matsuri festival (image)⁴⁰



Kamigata rakugo (image)⁴¹



Pop culture (image)⁴²



Kappo cuisine (image)⁴³

Figure: Cultural, artistic, entertainment districts

38 Source : Japan Arts Council homepage

39 Source : Introduction to Kabuki, Japan Arts Council homepage

40 Source : Kishiwada Danjiri Matsuri, Kishiwada City Official Web Site

41 Source : Tenma Tenjin Hanjotei Theater homepage

42 Source : JLOP homepage

43 Source : Association for the Advancement of the Japanese Culinary Art homepage

3. Outdoor activities, events and family attractions

- Yumeshima is spacious and surrounded by water. To be advocated are efforts to play on these features to create a variety of outdoor spaces, including grounds for large events, quiet places to linger along the waterfront or amid greenery, paths for jogging or just walking.
- Places for local people and tourists to enjoy, places that offer some different attraction or stimulus with each visit. To be promoted here are the active utilization of outdoor spaces, providing forums for fun/recreation and drawing on the advice, ideas and knowhow of the private sector to accommodate all manner of seasonal events and programs.
(For example)
 - Cherry blossom viewing; fireworks events; concerts, shows and street performers at “pocket parks” and other venues.
- To also be encouraged are efforts to provide much in the way of family attractions – facilities, programs and so on for the whole family to enjoy – including urban waterside spaces, open spaces and “hands-on” attractions for people of all ages.
- Roadways, parks, station-front squares and other such spaces are to be actively utilized as forums to provide as escape from the ordinary.
(For example)
 - Parades or roadway motor races
 - Outdoor events (concerts, weekend/holiday yoga, etc.)
- Participatory and spectator events; urban waterside spaces and events that play on the seaside locale; etc.
(For example)
 - Beachfront spaces for beach volleyball; stages for waterborne events; water leisure; etc.



Outdoor festival (image)



Road motor racing (image)



Fireworks events (image)



Running (image)



Water leisure (image)



Picnicking (image)

Figure: Outdoor activities⁴⁴

⁴⁴ Source : <https://pixabay.com/ja/>

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

<Concept, objectives>

- 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 be encouraged are efforts to form a MICE hub centered on an integrated resort (IR) and having global competitiveness. Its purpose is to strengthen our ability to handle large exhibitions, international conferences and the like so as to contribute to efforts to enhance “city power” and promote prosperity in business fields within which Osaka is particularly strong.
- 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.
 - We envision efforts to strive toward the creation of a town/community where visitors to exhibitions and other such events will have the opportunity to see and experience a variety of technological tests/ trials being conducted within Yumeshima. This, we anticipate, will in turn lead to new acquaintances and new ideas.

<Directionality, approaches>

1. Create “all-in-one” MICE facilities that offer exhibition space of world-class quality and scale

- To be encouraged are efforts to prepare the world’s top “all-in-one” collection of MICE facilities, one comprised of exhibition/conference space together with hotels, restaurants, shopping/entertainment areas, etc.

City, facility	Exhibition floor area	Capacity of largest conference hall	Onsite, nearby facilities
Singapore			
Singapore EXPO	100,000 m ²	8,000 people	Onsite: food court Nearby: hotels, golfing
Suntec Singapore	23,000 m ²	12,000 people	Onsite: five hotels; large shopping mall; theaters Nearby: many tourist sites
Marina Bay Sands	39,000 m ²	11,000 people	Onsite: large hotel; large shopping center; casino; art museum; nightclub; etc. Nearby: golfing, Merlion Tower, etc.
Seoul COEX	36,000 m ²	7,000 people	Onsite: hotel; shopping mall; casino; movie theater; aquarium; etc.

Table: All-in-one MICE center facilities⁴⁵

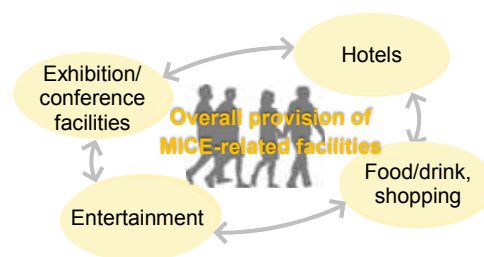


Figure: All-in-one MICE facilities (image)

- Provision of a complex comprised of world-class MICE exhibition/convention facilities (exhibition space of 100,000-200,000m² (among the largest in Japan), conference capacity of 10,000 people).



Exhibition space capable of handling large exhibitions, trade shows, other events (images)⁴⁶

Figure: MICE-related facilities

⁴⁵ Source : Proposals of a City of Yokohama committee for enhancing MICE-related capabilities (partially modified)

⁴⁶ Source : Nikken Sekkei Ltd.

City	Facility	Exhibition area	Opening	Expansion
Singapore	Singapore EXPO	100,000 m ²	1999	---
Nonthaburi, Thailand	IMPACT	140,000 m ²	2000	2006
Shanghai, PRC	Shanghai New International Expo Centre	200,000 m ²	2001	---
Guangzhou, PRC	Pazhou Exhibition Center	338,000 m ²	2002	2008
Goyang City, South Korea	KINTEX	100,000 m ²	2005	2011
Beijing, PRC	New PRC International Exhibition Center	106,000 m ²	2008	---
Singapore	Marina Bay Sands	39,000 m ²	2010	---
Shanghai, PRC	PRC Expo Complex	500,000 m ²	2015	---
Sydney, Australia	Sydney Convention & Exhibition Centre	35,000 m ²	1988 (closed 2013)	December 2016 (renewal open)

Table: Exhibition floor area of major Asia-Pacific exhibition facilities⁴⁷

- Exhibition/conference facilities are to be given a high degree of operational flexibility within the design/placement planning stage.
(For example)
 - Exhibition space is to be partially convertible to conference space.
 - Open spaces capable of hosting outdoor exhibits are to be provided next to exhibition facilities.
- In facility design planning, due attention is to be given to: (a) railway station access routes by, for example, a provision of lively, high-quality pedestrian spaces along pathways to MICE facilities; and (b) delivery routes to nearby facilities. To be thus created is a MICE center that conveniently arranged for event hosts, exhibitors and participants.
- To be supported are efforts to reinforce the area's appeal and international competitiveness as a MICE hub by playing on its locational features (water surroundings, vast land tracts) to create "unique venues," or spaces/facilities (urban waterside parks; squares; marinas; etc.) that bring out this appeal.

2. Enhancing the post-convention appeal of a MICE hub

- To be encouraged are efforts to enhance the appeal of Yumeshima as a MICE hub through the introduction of such post-convention attractions as entertainment/cultural facilities (e.g., art and history museums), open spaces along the waterfront, expanses of greenery, etc. Attempts are also be made to tie these attractions to efforts to solicit additional large exhibitions or international conferences, to promote incentive travel/tours, and to otherwise attract additional business.
- Through collaboration with nearby municipal governments and facilities (for example, Maishima Sports Island and such Nakanoshima (central Osaka) attractions as the National Museum of Art Osaka, the Osaka Science Museum, the Osaka Shin-Bijutsukan (tentative name) and Osaka Castle Park). Through such arrangements, efforts are to be encouraged to provide a "tourism menu" to make visits to the area interesting for not only convention attendees, but also family members or travel companions.



Maishima Sports Island⁴⁸



National Museum of Art Osaka⁴⁹



Osaka Castle Park⁵⁰

Figure: After the convention – many places to see, things to do (images)

⁴⁷ Source : Report on surveys of promotional efforts for international tourism cities (in Japanese), Mitsubishi UFJ Research and Consulting Co., Ltd. (partially modified)

⁴⁸ Source : Human Planning KK homepage

⁴⁹ Source : National Museum of Art Osaka homepage

⁵⁰ Source : Osaka Castle Park homepage

3. An interaction of people, goods, information and technology—to contribute to Kansai business prosperity

- The prefectural and city governments, the economic community, the Osaka Convention & Tourism Bureau—these and other entities have come together to: rebuild the framework within which MICE and other facilities are utilized; reinforce the marketing/sales capabilities of the Osaka/Kansai region in general and, in particular, the growth industries/research facilities for which it is known; to provide a forum for the interaction of people, goods, information and technology; and, by that, to contribute to Kansai business prosperity overall.



International conference (image) ⁵¹



Large exhibition (image)⁵²



Trade show (image)⁵³

Figure: Global events, some of the largest trade shows in Japan

4. Formation of an area to serve as a showcase for innovation and state-of-the-art technologies

- Here, efforts are to be encouraged to bring together the (a) concentration of industries, research organizations and related facilities for which Osaka and Kansai are known and (b) the drawing power of its international tourism attractions, thereby producing a setting within which visitors come into easy contact with advanced technologies. By this, we will promote a broad awareness/recognition of such technologies and encourage “open innovation” with visitors to MICE and other facilities. That is, Yumeshima will serve as a hub for the creation of new industries and technologies.

(Examples of industrial concentration (actual and potential))

- Osaka/Kansai: life sciences; environment & energy; RT/IoT (Robot Technology/Internet of things) business; university and research institute cluster
- Innovation creation functions centered on the Osaka Innovation Hub (Umekita)

- Efforts are to be encouraged to create forums for not only the testing and verification of various leading-edge technologies, but also to support work in such areas as transportation/transport, energy and security. To be utilized here are such Yumeshima merits as (a) open spaces and (b) deregulation by means of a special zone designation. These merits are also to be tapped to provide recreation, entertainment and a sense of “escape from the ordinary.”

(Examples of leading-edge technologies (including areas of Osaka/Kansai proficiency and potential))

- Green technology industries (new energies, energy conservation (e.g., Renewable Energy, electric vehicles, etc.))
- Life sciences (health; drug discovery & treatment; regenerative medicine)
- Robotics (including automated driving systems, etc.)
- IoT research & development projects, etc.

- A domestic/international showcase for the “smart resort city” of the future



Drone (image)



Robot (image)



Automated driving system (image)

Figure: Testing and verification of advanced technologies⁵⁴

⁵¹ Source : <https://pixabay.com/ja/>

⁵² Source : Hannover Messe homepage

⁵³ Source : Hannover Messe homepage

⁵⁴ Source : <https://pixabay.com/ja/>

<Concept, objectives>

- **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.**
 - Taking health as a theme and advancing in step with efforts to bring the World Exposition to Yumeshima to encourage efforts to provide opportunities/forums to state-of-the-art services and technologies derived from life sciences and similar fields.

<Directionality, approaches>

1. Formation of a “new tourism” (medical, sports, etc.) hub linked to Kansai life science industries

- Efforts are to be encouraged to tap the potential of (a) the Osaka/Kansai concentration of life science industries and related research facilities and (b) the Maishima sports/recreation concentration to create various “new tourism”* formats that bring together experiential/interactive elements of medicine, sports, cuisine and other themes.

* New tourism: tourism types that utilize local features/resources and include aspects of experience and interaction/socialization.

(Example facilities include):

Clinics, diagnostic centers and research institutes having some relevance to, for example, wellness tourism, medical tourism or sports tourism; and sports facilities having some training or rehabilitative capability.

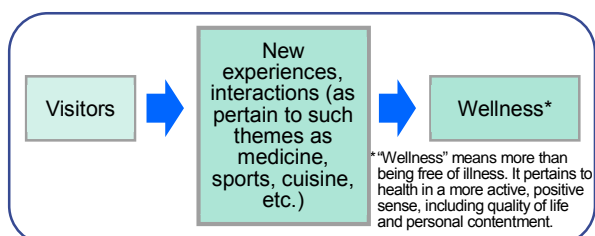


Figure: “New tourism” and its benefits (image)



Figure: “New tourism”—sports and medicine, too (image)⁵⁵

- Efforts are to be encouraged to provide high-added value services through the synergy of MICE and entertainment facilities.

(Example approaches)

- Encouragement of efforts to provide visitors to MICE conventions or international entertainment/sporting events with information accessible by cellphone/mobile device, including helpful explanations, images of interesting sites, and general guidance on Yumeshima facilities.
- Encouragement of efforts to offer health-conscious visitors (those seeking to maintain, improve or restore their physical/mental health) with a variety of diagnostic services, health-related advice and individually tailored training programs.
- “Health” is a keyword the world over. And here, efforts are to be encouraged to propose/demonstrate the concept of “active living,” a solution for Japan and everywhere else. The concept we propose, however, will combine such tourism with the special features of Yumeshima.

⁵⁵ Source : <https://pixabay.com/ja/>

2. Creating a forum to experience how advanced technologies can improve QoL

- Quality of Life (QoL) is an important aspect of health maintenance; and, in Osaka, there is a cluster of related companies and research organizations working to enhance it. To be encouraged here are efforts to, as one specific example, provide an environment that supports the testing/verification of related technologies at facilities located within Yumeshima. We anticipate that the results of such tests/verifications will spur on further technological development.



Figure: Testing and verification of advanced technologies for QoL improvement (images) ⁵⁶

- And, even after the World Exposition at Yumeshima, we intend to maintain this posture, we plan to continue to position Yumeshima as a forum for the testing, verification and transmission of R&D developments in life science and related industries.

3. Application of advanced technologies to the creation of long-stay environments/facilities (accommodation and extended-stay facilities to meet diverse needs and provide an “escape from the ordinary”)

- To be promoted is the creation of an environment conducive to long/extended stays, one offering high-quality services and a sense of “escape from the ordinary.” It is envisioned that this is to be done through the extensive application of advanced technologies to provide pleasant and highly convenient spaces and facilities.
- Accommodation and long-stay facilities are to be provided to meet the needs of a variety of visitors, including business travelers and families.
(Example installations)
 - High-grade hotels appropriate for a resort; luxury villas and similar accommodation
 - *Ryokans* (traditional Japanese-style inns that offer Japanese-style hospitality and service)
 - Condominiums, serviced apartments and other accommodation suitable for long-term stays; and associated support services
 - Extended-stay accommodations that operate in conjunction with clinics, training camps and other “new tourism” facilities.
- To be encouraged is the creation of extended-stay environments (spas/hot springs resorts, convalescent homes, etc.) that provide domestic/overseas tourists, conventioners and other visitors a high-quality resort atmosphere in which to relax or recuperate away from the urban bustle.



Traditional Japanese *ryokan* (image) ⁵⁷



An escape from the ordinary (image) ⁵⁸



High-grade hotel (image) ⁵⁹

Figure: A variety of accommodation for a variety of needs

⁵⁶ Source : <https://pixabay.com/ja/>
⁵⁷ Source : <https://pixabay.com/ja/>
⁵⁸ Source : Nikken Sekkei Ltd.
⁵⁹ Source : Aman Tokyo homepage

06 Yumeshima—Linking the Network

NETWORK

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

<Concept, objectives>

- **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**
 - By concentrating the three urban functions of JAPAN ENTERTAINMENT, BUSINESS MODEL SHOWCASE and ACTIVE LIFE CREATION, we extend the benefits beyond Yumeshima to the Osaka waterfront area and onto West Japan as a whole, thereby stimulating those areas as well through synergistic and ripple effects.
- **Bringing together the knowledge and expertise of areas throughout Kansai**
 - In this creation of a truly attractive global tourism hub, to strive to assemble the knowledge, wisdom and expertise of not only Osaka City, but also that of the Kansai region as a whole (i.e., the prefectures of Hyogo, Shiga, Nara, Wakayama, Kyoto and Osaka).

<Directionality, approaches>

1. Waterfront area: collaborating to enhance the overall effectiveness of the waterfront area

- The area is to be zoned so as to bring out the full capabilities of both the tourism facilities and logistical facilities within it. Also to be introduced are functions capable of driving the next generation of growth.
- Access to the waterfront area is to be improved by providing railway connections of sufficient capacity and optimal roadway access. To be encouraged are such efforts to enhance mobility among the visitor-drawing attractions of the waterfront area (Tempozan/Chikko District, Universal Studios Japan, etc.) and, by extension, to attract even more visitors and induce them to stay longer.
- The area (Sakishima, etc.) is to provide facilities for the verification, demonstration and showcasing of new energies and other R&D innovations.
- To be encouraged are efforts to, through collaboration among various facilities/attractions (e.g., Maishima Sports Island, the accommodations/educational facilities of Sakishima, tie-ups with pre-existing facilities under the active life creation initiative, and so on), promote/publicize the utilization of same together with other efforts to invigorate the seaside area, including a drive to increase the diversity and duration of long-term stays.

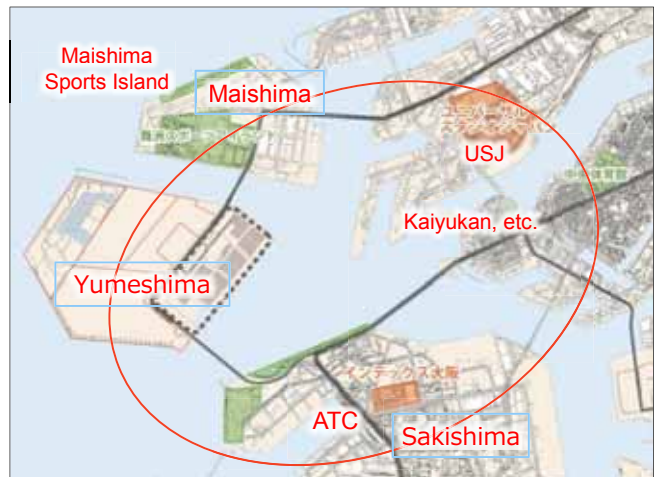


Figure: Waterfront network (image)

2. Osaka: enhancing appeal and international competitiveness through linkages with the city center

- Deployed within the Osaka city-center—Umekita, Nakanoshima, Midosuji, Minami and other such areas—are international business and commercial capabilities, artistic cultural/academic attractions, tourism/MICE facilities, and the like. The additional capabilities to be provided at Yumeshima are, like the two wheels of a bicycle, to act together with them, thereby enhancing the appeal and international competitiveness of Osaka as a whole.
 - For example, areas holding out potential for such Osaka-Yumeshima linkages include: post-convention or incentive tours linked to MICE events; optional tours/day vacations for cruise ship passengers or other tourists; etc.
- Osaka is known as the “Aqua Metropolis,” attesting to the manner in which Nakanoshima, Osaka Castle Park and number other locations are all linked by water themed networks such as transportations/river landscape. This characteristic too offers plenty of potential.



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

3. Kansai: Waterfront area to invigorate Kansai region

- One Yumeshima theme is advanced technology as pertains to Quality of Life (QoL). And here, under the categories of environmental coexistence and safety & security, to be encouraged are efforts to develop the island with an eye to “new tourism” (medicine, sports, etc.) and to the verification/testing of new technologies. By thus assembling the technological prowess/proficiency of the Kansai region, we hope to promote collaboration among area R&D institutes and, by that, promote innovation.
- Envisioned is a utilization of a special zone designation, deregulation and other initiatives to support innovation over a broad range fields anticipated to drive Osaka growth in the future, including life sciences and energy & the environment. And, as a broader goal, envisioned is support for efforts to invigorate the Kansai region as a whole.
- To be encouraged are efforts to employ an array of communication tools (languages, media) to transmit the various appeals of the Kansai region and, by that, to raise the popular awareness of Kansai in general and of Yumeshima in particular. For visitors, to be encouraged are efforts to arrange concierge and other services to facilitate pleasant stays in Yumeshima and to encourage side trips to Osaka and the Kansai region.
- Osaka Prefecture and the Kansai region are rich in tourism resources, including a concentration of World Heritage Sites*. By giving visitors the opportunity to experience traditional Japanese performing arts, and by publicizing them to the world at large, we envision efforts to pique the interest of visitors from Japan and abroad and encourage them to explore other sites in the area as well.
 - (*) There are five World Heritage sites in the Kansai region— Buddhist Monuments in the Horyu-ji Area, Himeji-jo, Historic Monuments of Ancient Kyoto (Kyoto, Uji and Otsu Cities), Historic Monuments of Ancient Nara, Sacred Sites and Pilgrimage Routes in the Kii Mountain Range. Also, Osaka Prefecture and other local governments are campaigning for a World Heritage listing for a sixth site, the Mozu-Furuichi Kofun Ancient Tumulus Clusters.

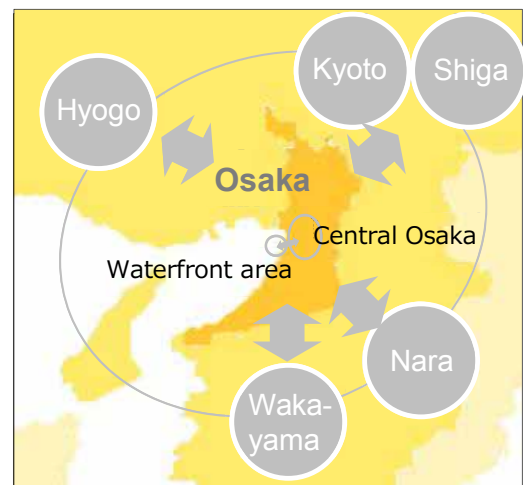


Figure: Invigorating areas throughout the Kansai region

4. West Japan: waterfront area to link Kansai to the *Setouchi* (Inland Sea), invite synergies

- The Inland Sea, or *Setouchi*—myriad islands on a calm sea, some of the most beautiful scenery in Japan, perfect for cruises, rich in art, an area with everything needed to attract—and enchant—visitors from around the world. Efforts are to be encouraged to develop this potential, to enhance it through linkages with the historical and artistic attractions of the Kansai region so as to invigorate the region and West Japan as a whole.
- Through effort to enhance the appeal of the Osaka waterfront and West Japan, we envision an inducement of ripple effects through a broad swathe of the nation and also an inducement of numerous synergistic effects (e.g., an influx of non-resident visitors).
- Efforts are to be encouraged to advance the project with an eye to such effects, with an awareness of the many and varied attractions of West Japan, its technologies and its collective wisdom, so as to extend the benefits of Yumeshima throughout that area.

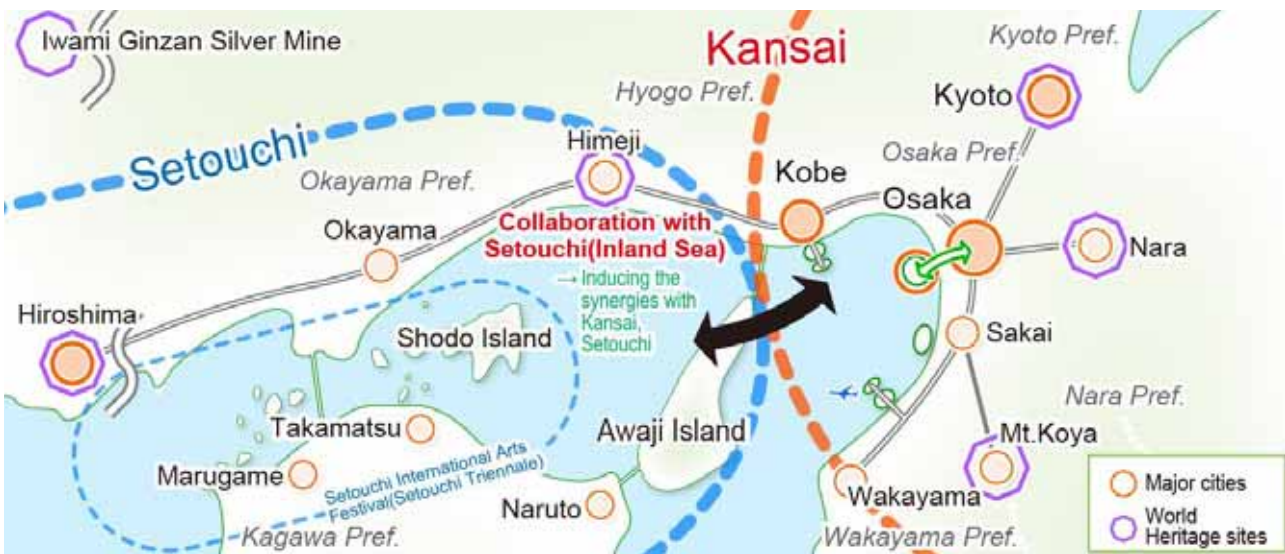


Figure: Collaboration with Setouchi (Inland Sea) (image) ⁶⁰

⁶⁰ Source : *Yumeshima Development Concept (Draft) Interim Report*, Committee for Yumeshima Development Concept, February 2015

07 Development Policies

Land use ► Develop globally prominent towns/communities

<Concept, objectives>

- **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.**
 - We envision a zoning/utilization plan under which the east side is positioned as primarily logistical; the west side, as “green terraces” (open space); and the central portion, as tourism/business oriented. The development of the central portion is to proceed from north to south in step with landfill/landscaping work. The area is to take shape in a stepwise fashion.
- **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.**
 - Development is to begin from the phase 1 area, which is to center on integrated resort facilities. From there (and in step with landfill/landscaping work), development is to extend out to other areas, with each advance coordinated and conducted with an eye to continually raise area value.

<Directionality, approaches>

1. Zoning for the formation of an attractive hub

- The eastern portion of Yumeshima already serves as an international logistics hub. It is to continue to serve as a logistics zone and as a business/logistics zone, for which purpose it is to maintain (high added value and other) logistics capabilities.
- The central portion of Yumeshima is to be positioned as a tourism/business zone. It is to serve as a global tourism hub, with the entertainment and recreational facilities to draw visitors from around the world. It is also to serve as a forum to demonstrate/showcase advanced technologies and contribute to regional business prosperity.
- The western portion of Yumeshima, now being used as a waste processing site, is to later be developed as a “green terrace zone,” rich in green open spaces and seaside spaces. Some functions are to be linked to entertainment and other facilities at the central portion so as to maintain a sense of consistency /integration with that portion (i.e., including the global tourism hub within it).
- As for infrastructural construction, building placement and other facility-related matters, efforts are to be encouraged to duly consider the maintenance of functional/spatial continuity (a) among adjacent zones and (b) in step with landscaping work.

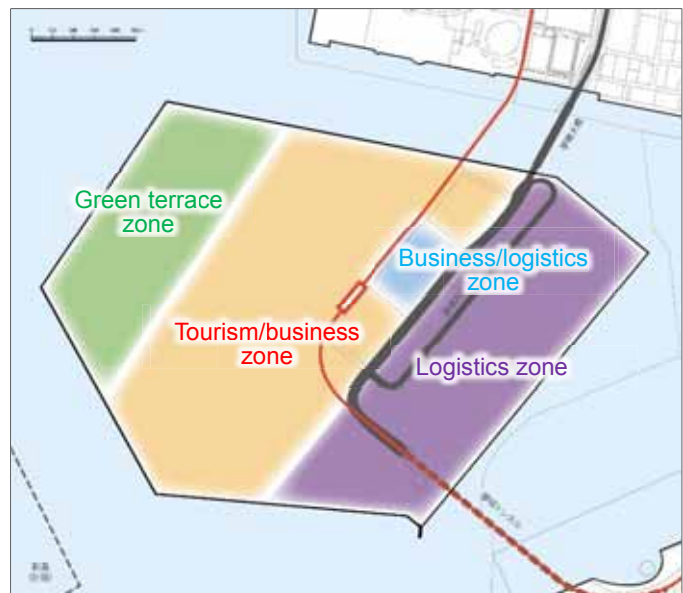


Figure: Zoning plan

2. Land use/town formation to extend out from central station

- To be encouraged are efforts to provide a square outside (in front of) a central railway station to provide a sense of activity and to serve as a space for people to intermingle/relax. The square is to be integral with nearby buildings and the like to create a “gateway” appropriate for Yumeshima.
- A sense of liveliness is to radiate from the station out into Yumeshima as a whole, with land utilization such that municipal facilities (roads, public spaces, etc.), commercial buildings and other structures/features maintain a sense of continuity out into the town.
- The periphery (outer edge) of Yumeshima is to have waterside space (a waterfront axis, which is to be primarily for relaxation). And, extending out from the station are to be open view axes (comfort axes, which are to offer pleasant vistas of water and greenery). By this, the town is to be framed within a network comprised of people, water and greenery.

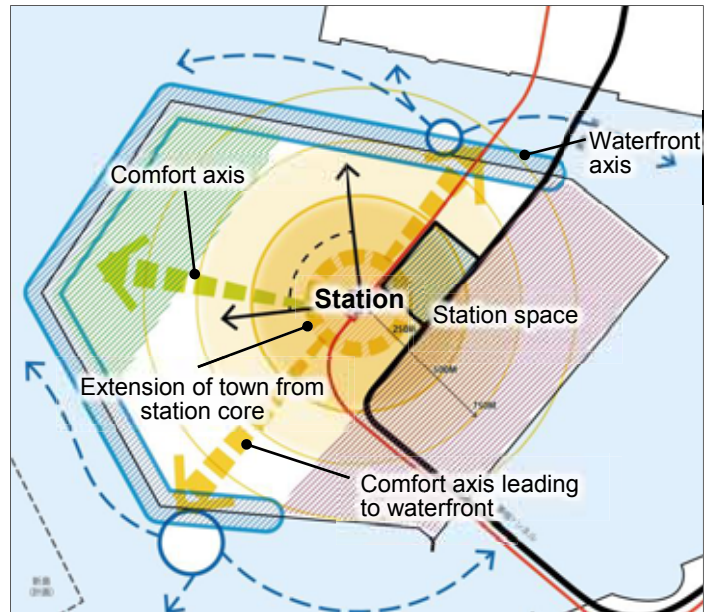


Figure: Town framework

3. Land utilization (functional placement) plan to raise area value with each phase

- So as to raise area value in a linked, stepwise manner and with the integrated resort duly in mind, to be encouraged are coordinated efforts to build a global tourism hub, step by step and in conjunction with landfill/landscaping work, beginning from the north of the central portion and proceeding to the south.
- Phase 1 (approx. 70 hectares):
North block (north of station)
Centering around an integrated resort, to be encouraged are efforts to provide “all-in-one” MICE facilities, entertainment facilities, commercial/dining establishments, etc.
- Phase 2 (approx. 60 hectares):
Central block (south of station)
As for land utilization after the World Exposition, to be encouraged are efforts to: (1) expand the entertainment functions provided in Phase 1 and add recreational functions; and (2) introduce business/industry functions that draw on the synergies of (a) the drawing power of the area facilities and (b) Osaka’s strengths in leading-edge technologies. Here, business/industry functions are to include the verification/demonstration of such technologies.
- Phase 3 (approx. 40 hectares):
South block
To be promoted is the positioning of functions (including supporting functions) for long-term residential stays at facilities that utilize state-of-the-art technologies to improve quality of life (QoL) and which provide a sense of “escape from the ordinary.”



Figure: Stepwise land utilization