

Making Yokohama a Bright Global City

Yokohama's Central Seaside Area Regeneration Master Plan

Overview Pamphlet

February 2015
City of Yokohama



1. The Purpose of a Central Seaside Area Regeneration Master Plan

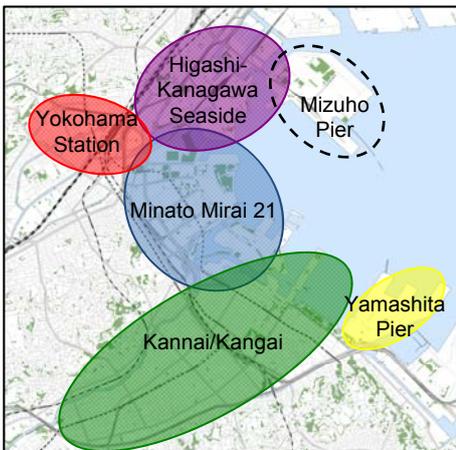
Why is a central seaside area regeneration master plan necessary now?

In the midst of significant changes in social conditions such as population decrease, societal aging and urban development that is resilient to global warming and disasters, it is indispensable for the continued growth and development of Yokohama that we enhance the capabilities of the city center. We have formulated a medium- to long-term central seaside area regeneration master plan **to improve the central seaside area as the face of a bright, abundantly appealing global city.**

Therefore the target year of this master plan is 2050 (2025 for Stage 1).

What does the central seaside area cover?

The plan extends to five districts: the Yokohama Station area, Minato Mirai 21 and the Kannai/Kangai area as well as the Yamashita Pier area and Higashi-Kanagawa seaside area, both of which are adjacent to central Yokohama and the port, the city's greatest resource, and have the potential to house new capabilities and facilities required by the city center.



*Use of the Mizuho Pier area, adjacent to the central seaside area and comprising significant area, will be considered following agreement with the U.S. military regarding its return.

■ Yokohama Station area

We are developing the area surrounding Yokohama Station, one of the largest train terminals in Japan, in a manner befitting the gateway to an international city.



■ Minato Mirai 21 area

Developed to strengthen the independence of Yokohama, this new area has business/commerce capabilities and MICE facilities and is visited by large numbers of people.



■ Kannai/Kangai area

This area retains the history of the port opening but is currently in development to address the issues causing the relative decline in business/commerce capabilities in recent years.



■ Yamashita Pier area

We are currently working on a basic plan to promote redevelopment of this area to make it a new center of activity in the central seaside area.



■ Higashi-Kanagawa Seaside area

We are considering redevelopment and resurfacing around the station in this area, home to Yokohama City Central Wholesale Market and the remains of Kanagawa Daiba.



Why is the central seaside area important?

As a port city, the central seaside area symbolizes Yokohama for many residents and tourists. It is also central to Yokohama's economy and, as evidenced by the growing population, number of businesses and number of workers even now, exhibits definite fruits of the development up until now.

Over the past 10 or so years, however, yearly sales and sales per m² of retail space have fallen significantly, necessitating responsive action.

<Central Seaside Area Statistics>

	Central seaside area (approx.)	Change in last 10 years (approx.)	% central seaside area (of Yokohama) (approx.)
Area	942 ha	—	2.2%
Population ¹	110,000	Up 30,000	3.0%
Population density	117 per ha	Up 1.4x	1.4x
Households ¹	70,000	Up 20,000	4.1%
Foreign population ²	7,000	Up 500	13.2%
Businesses ³	18,000	Up 600	14.6%
Workers ³	350,000	Up 70,000	22.6%
Yearly sales ⁴	3.0 tn yen	Down 1.1 tn yen	30.6%
Retail space ⁴	530,000 m ²	Up 110,000 m ²	18.4%

1. From the Yokohama Basic Resident Register (January 31, 2003; January 31, 2013)

2. From the Population Census (2000; 2010)

3. From the Establishment and Enterprise Census (2001) and the Economic Census for Business Frame (2009)

4. From the Ministry of the Economy, Trade and Industry's Census of Commerce (1997; 2007)

2. Thinking Regarding Enhancing the Central Seaside Area

Urban development perspectives for 2050

Our priority for the 2050 urban development is to boost the vitality of Yokohama and **make the city center one that people choose**. In order to do this, we will take advantage of the potential cultivated by previous development of the central seaside area and continue to bring out the unique charm of Yokohama, aiming to build up a choice, vibrant city center through strategic urban development.

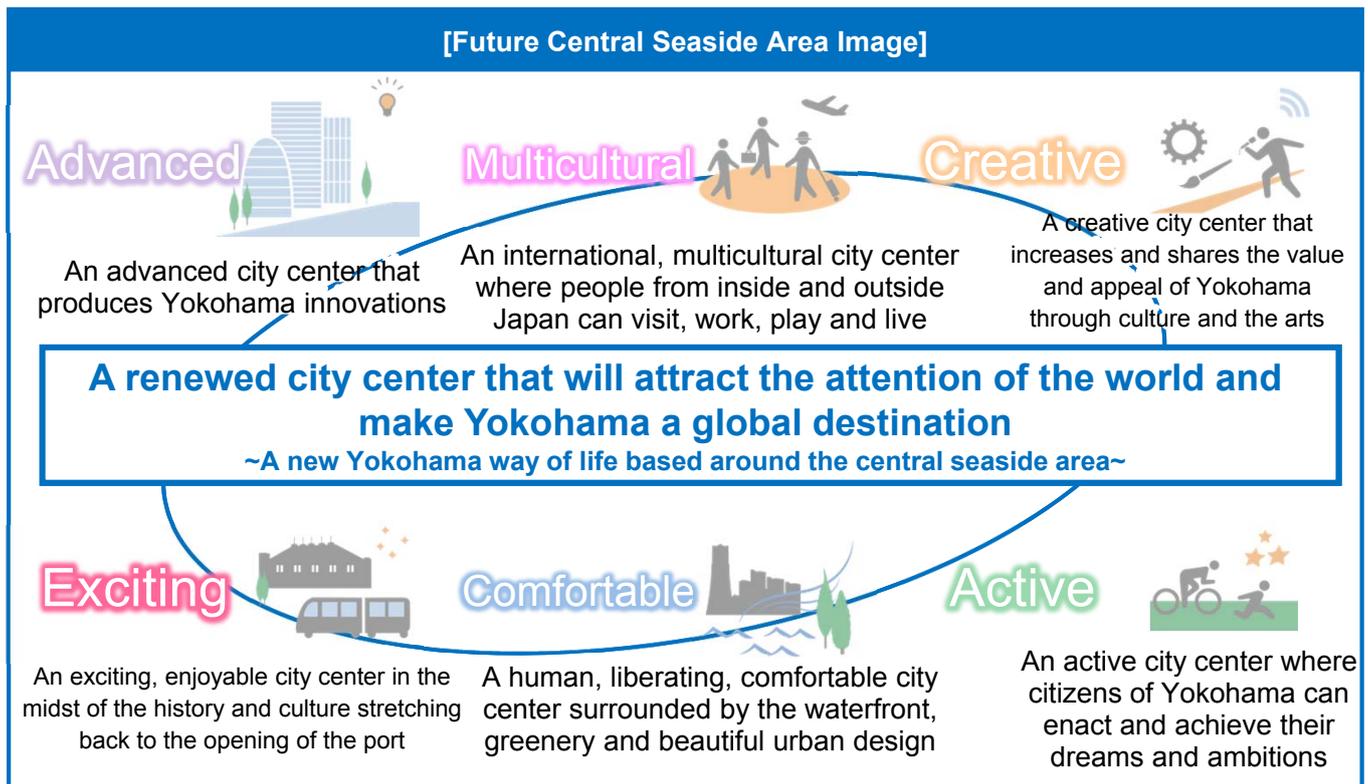
Furthermore we have come up with an image of the future central seaside area and will carry out urban development based on **three basic strategies** and **five measures** that reflect this image.

<Central Seaside Area Characteristics>

History	Advanced urban development since the opening of the port <u>exemplifying the tenacious, enterprising Yokohama way</u>	Location	<u>An excellent business environment</u> adjacent to the Tokyo and Keihin coastal area
Resources	Resources unique to Yokohama that draw diverse types of people <u>History/culture</u> <u>Urban spaces</u> <u>City center capabilities</u> <u>Business/resident activity</u>	Comprehensive-ness	An ambient environment of <u>ocean and mountains facilitating a rich, healthy lifestyle</u> <u>High ratings for living and the environment</u> <u>Low ratings for the economy and culture/interchange</u>

The future central seaside area

Below is an image to aim for with the central seaside area to respond to changes in social conditions between now and 2050 and to make the city center one that people choose.



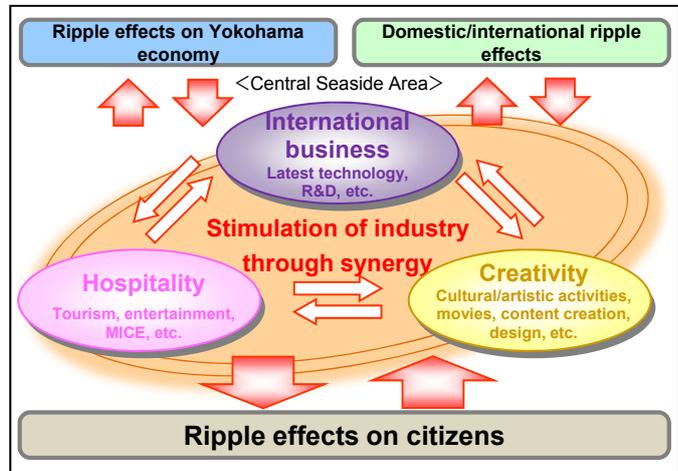
3. Three Basic Strategies to Realize this Future

Basic Strategy 1: Promote business and industry to propel Yokohama forward

We will enhance the capabilities of the city center, focusing not only on the core business and commerce functions but also on **international business, hospitality and creativity**, to stimulate innovative Yokohama businesses and generate creative industries that will propel Yokohama into the future.

Furthermore, in addition to using advanced information and telecommunications technology, we will develop high-level human resources to support a variety of industries and their globalization. Together these will produce advanced responses to numerous social problems that can then be promoted in Asia and all over the world.

<Synergy and Ripple Effects from Enhancing City Center Functions>



Basic Strategy 2: Promote a Yokohama style of living that encourages rich creativity and citizen potential

A large number of Yokohama citizens live in the central seaside area and this alone draws people to the city. It is also a concentration of people connectors such as cultural, artistic and sporting events.

We will take advantage of these characteristics to **cultivate a diverse community and engender even more activity and interchange** to realize a lifestyle unique to the central seaside area.

<The Central Seaside Area Lifestyle of the Future>



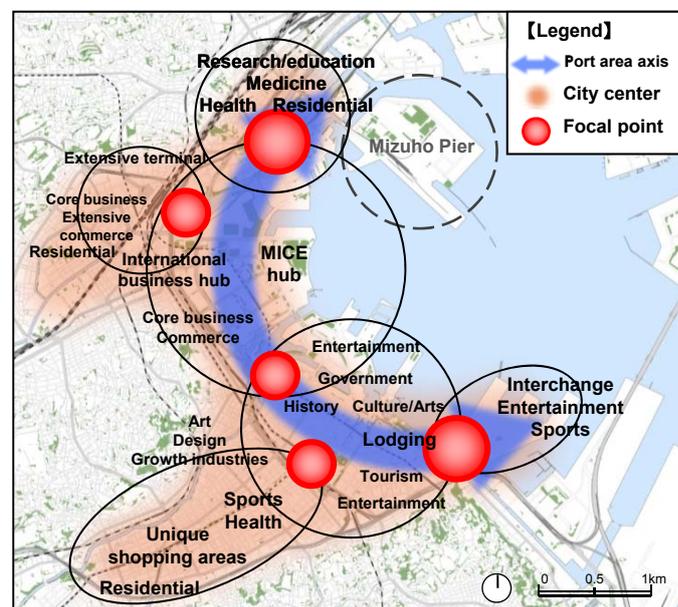
Basic Strategy 3: Tandem development of a uniquely appealing city and the port

By **forming a "port area axis"** that brings together the best parts of the five districts in the central seaside area and prioritizing **strengthening ties between the focal points of the districts**, we will unite the five districts to build a uniquely Yokohama-like city center that develops in tandem with the port.

<Goals for Forming a Port Area Axis>

- 1) Deepen Yokohama's identity as a port city by beautifying the waterfront area
- 2) Build a stage to cultivate a Yokohama lifestyle as well as business and industry that propels Yokohama forward
- 3) Vitalize the entire region by increasing the appeal and connectivity of the waterfront area to attract many visitors to Yokohama
- 4) Exhibit greater appeal by uniting the city to form a strong Yokohama brand within and beyond Japan

<Functions, Port Area Axis and Focal Points>



4. Five Measures from the Basic Strategies

Measure ① Form hubs/spaces that draw people from all over the world

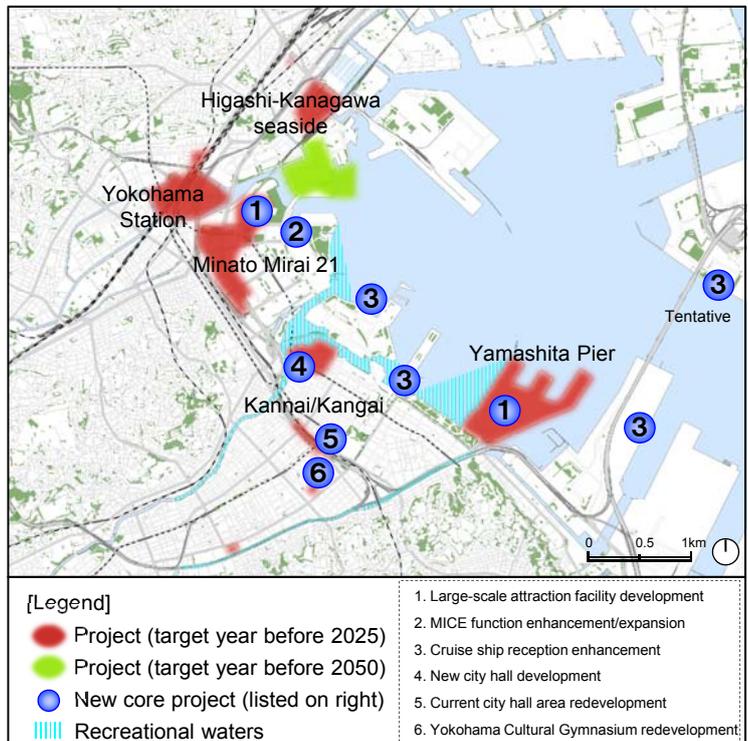
We will actively engage in using the port, its unique environs and other public spaces in non-stereotypical ways to form spaces and hubs of creativity so that Yokohama will have a rich business and living environment and be chosen by the world for all kinds of city activities.

Throughout these initiatives we will also consider how to implement public-private partnerships, introduce integrated resorts (IRs), etc.

■ Main Initiatives

- Develop a diverse business/living environment
- Form communities through city-designing activities
- Improve the appeal of the unique environs
- Create scenery befitting a beautiful, world-class port
- Enhance the unique venues and nightlife
- Promote new core projects

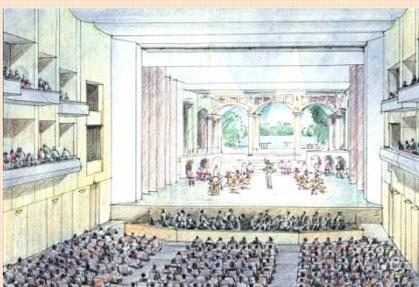
<Future Projects>



○ Large-Scale Attraction Facilities and IR Images

○ Hubs/Spaces Using City Resources Images

Culture/arts



Retail



Using historic buildings



Sports



Casino



Designing spaces with the port in mind



*An IR (integrated resort) is a facility that combines casinos, convention facilities, hotels, large-scale attractions and other facilities that generate tourism.

Measure 2 Offer a range of transportation modes to enjoy the city

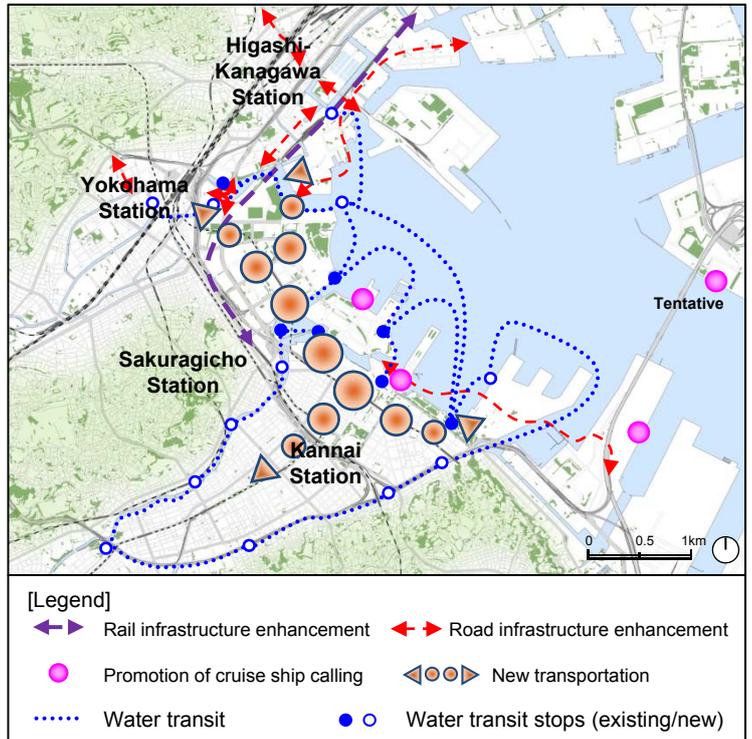
We will enhance and expand Yokohama's transit structure with public transportation, walking and cycling at its heart, developing the city and its networks to make movement itself enjoyable and excursion-like across the entire region.

Throughout this we will, based on future technological development, introduce new modes of transit that contribute to the bustle of the city and expand the water transit network to attract more tourism, increase population diversity and improve city hospitality.

■ Main Initiatives

- Introduce new transportation
- Enhance/expand road/rail infrastructure
- Promote cruise ship calling, enhance/expand water transit
- Enhance/expand an appealing pedestrian network
- Enhance/expand transit modes that widen people's areas of activity

<Main Transit Infrastructure Networks to Enhance/Expand>



○ New Transportation

LRT (next-generation tram system)



Articulated buses



Photo: JTPA

Ropeways



Photo: JTPA

○ Wide-ranging, excursion-like transit modes

Water transit network enhancement/expansion



Personal mobility enhancement/expansion



Creation of a bustling, fun city to walk in



Measure

3

Create a leading smart environment

We will build up a rich green and blue environment that makes the most of the unique central seaside area connecting city and waterfront.

We will also endeavor to become a model environmental city to the world through next-generation environmental development, introducing advanced environmental technology and planned urban development that takes energy conservation into consideration.

Main Initiatives

- Build up an attractive blue and green environment
- Improve water quality and bio diversity in the port and develop recreational spaces
- Build an environment taking advantage of wind currents
- Reduce carbon and conserve energy
- Introduce advanced environmental technology
- Raise citizen environmental awareness

○Building up an attractive blue and green environment

Waterfront blue and green scenery



Diverse flora to emphasize the different seasons



○Reducing carbon/conserving energy

Minato Mirai 21, a leading environmental city



Use of solar power generation



Measure

4

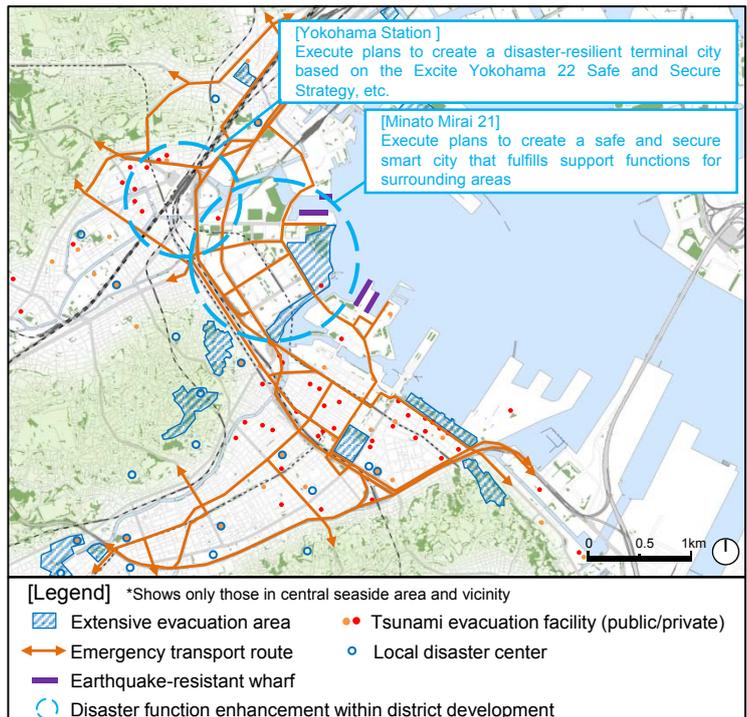
Make the central seaside area resilient to disasters

We will continue to improve the ability of the area to prevent and respond to earthquakes, tsunamis and other disasters so that it will be chosen by numerous people and companies and drive swift regeneration of the entire city following a disaster. Furthermore we will strengthen the earthquake-resistance of lifelines to support business continuity and promote measures to take in stranded people.

Main Initiatives

- Maintain core facilities while making them into disaster centers (promote measures to take in stranded people, etc.)
- Improve regional disaster resilience (ensure tsunami evacuation facilities and evacuation routes, install earthquake-resistant wharfs, move overhead cables underground, make lifelines earthquake-resistant, etc.)
- Raise awareness about disaster preparedness
- Strengthen disaster functions in the Yokohama Station area and Minato Mirai 21

<Efforts to Prevent/Minimize Disaster>



Measure

5

Reinforce arrangements/structures through which city participants can thrive

We will pursue dynamic city activity through arrangements/structures that let all kinds of people participate in planning activities in the central seaside area.

Furthermore we will build diverse communities through various opportunities so that numerous types of people can connect with their localities and have enjoyable lives and peace of mind.

■ Main Initiatives

- Promote activities to further improve the appeal of the region from an area management perspective
- Make arrangements that promote area management activities
- Establish wide-ranging structures to engage in city sales promotion
- Build community and connect people through a range of activities and foster a love for the central seaside area

○ Community-building and activities unique to the central seaside area

Promoting cultural, artistic, sporting and other citizen activities



Photo by Yasuyuki Kasagi

Urban development uniting citizens, businesses and government

Photo: Koganecho Area Management Center



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