

The Future Direction for the Redevelopment of the Waterfront Area (Chuo & Hakata Wharves) -Summarized Version-

Basic Ideas

The Fukuoka Waterfront Area (Chuo and Hakata Wharves) is a popular destination for visitors both from Japan and abroad, as a base for convention facilities and a port for cruise liners from Asian neighbors. By improving these characteristic functions of MICE* and ocean gateway, the area will become a growth engine of Fukuoka City, and the international competitiveness of the city center will be subsequently strengthened. Also, by taking advantage of the scarce waterfront space in the city center, the Waterfront Area needs to be redeveloped into a widely recognized and attractive destination for citizens and domestic and international visitors.

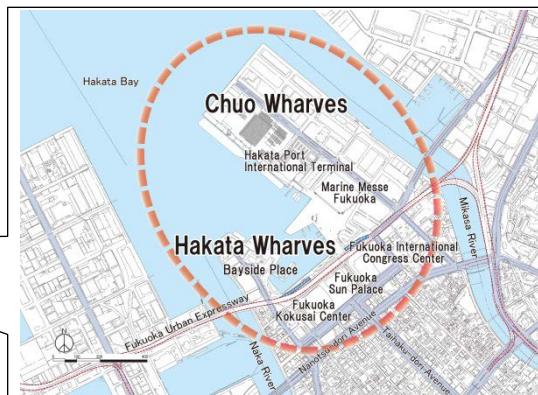
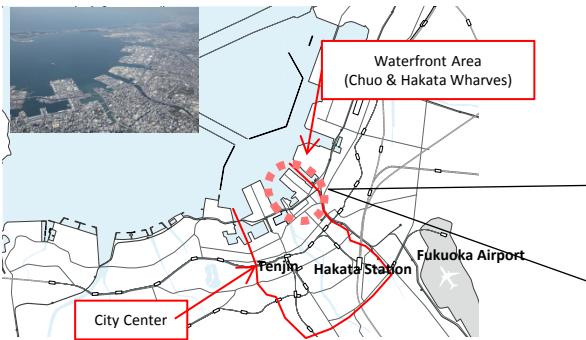
This summary of “the Future Direction for the Redevelopment of the Waterfront Area (Chuo & Hakata Wharves)” is created to increase citizens’ understanding of how the Waterfront Area will be redeveloped and how the process will be like, and to move forward the steady implementation of the plan.

* MICE stands for Meetings, Incentive Travels, Conventions, and Exhibitions. This coinage is an inclusive term for business events that are expected to draw many visitors.

1. Features and Importance of the Waterfront Area

(1) Area

- Chuo & Hakata Wharves area



(2) Features of the Area

1) In proximity to other parts of Asia

- The sphere for one-day return trip within East Asia has been steadily expanding.
- Two-way exchange between Fukuoka and other parts of Asia has been developing with the increase of air/sea passengers from abroad.

2) In proximity to the compact city structure

- Surrounded by the sea and the mountains, the main urban area is created in a compact range.
- The city center is closely located to the Hakata Bay area that has rich nature and tourism resources.

3) In proximity to the city center and transport hubs

- Hakata Port, Fukuoka Airport, Tenjin, and Hakata Station are all located in the city center area for people to access extensive area

4) Potentials

- Holding the second largest number of international conventions in Japan for four consecutive years
- Has the largest number in Japan of international passengers at the Hakata Port for 21 consecutive years

■ Conceptual image of urban space



1. Features and Importance of the Waterfront Area (Continued from the previous page)

(3) Upper level plans

1) The 9th Fukuoka City Master Plan [Measures]

- 5-4 Formation of a MICE hub that creates business through exchange
- 8-1 Strengthening city-center functions that drive urban energy
- 8-4 Creation of a gateway for distribution and human resources that drives growth

2) Fukuoka City Master Plan for City Planning [Urban Structure Objective]

Functional reinforcement of Hakata & Chuo Wharves to be the ocean gateway to other parts of Asia

3) Fukuoka City Urban Transport Basic Plan

Objective 9 : Improving the transportation system connecting the crucial points within the city center to enhance active circulation of people

4) Prompt Development Area for Urban Renaissance

Designated by the national government to improve international competitiveness.

2. The Current Situation and Challenges for the Waterfront Area

(1) MICE Functionality and Clientele Interactions

- ① Due to the high rate of operation of our current facilities, many clients are turned down, resulting in an economic opportunity cost.
- ② The convention facilities lack a strong sense of cohesiveness and continuity.
- ③ The area fails to provide an inviting atmosphere and vibrancy of waterfront for the citizens to come and enjoy.
- ④ The area lacks continuity and linkage with clientele spots of Chuo & Hakata Wharves.
- ⑤ The area lacks a symbol that represents the Waterfront Area.

(2) Port Functionality (people and logistic mobility)

- ① The facilities does not meet the needs of the increase of cruise liners.
- ② Despite being an important focal point both in people and logistic mobility, facility functionalities are intermixed.

(3) Transport

- ① Insufficient accessibility to public transport
- ② Traffic congestion especially during large events
- ③ Insufficient service connecting to Tenjin, Watanabe-dori Ave. and Hakata Station area to boost circulation of people

3. Viewpoints Necessary for the Redevelopment

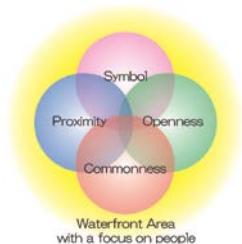
Many ports used to be a busy place with people as towns were closely located to them, but the citizens gradually edged away from the Hakata Port area and now it lacks a vibrant atmosphere. In the redevelopment of the Waterfront Area, the following viewpoints should be taken into consideration, valuing existing potentials of the area.

Proximity : Taking advantage of the convenient access to crucial areas of the city center

Symbol: Creating a symbolic space representing the Hakata Port

Openness: Creating an open space for the citizens to feel the sea and the sky

Commonness: Creating day-to-day vibrancy through visits of the local



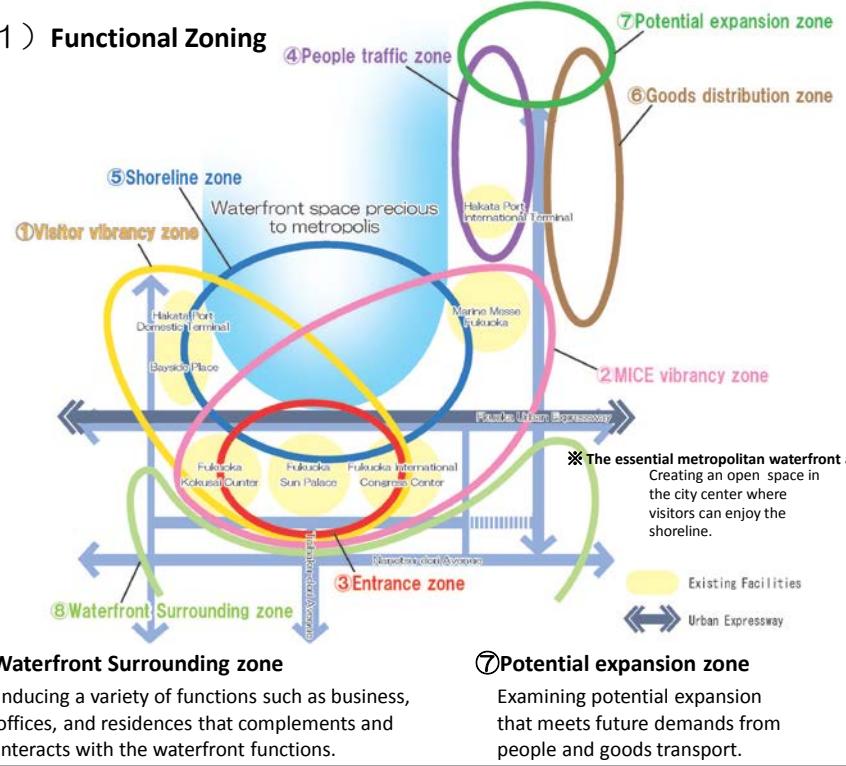
4. Future Direction of the Waterfront Redevelopment

(1) Fundamental Plan

- 1) As a new focal point of the city center, following hub areas in Tenjin & Watanabe-dori Ave. and Hakata Station, the waterfront area will become a growth engine of Fukuoka, and the international competitiveness of the city center will be subsequently strengthened.
- 2) The cohesive redevelopment will take advantage of the proximity between the MICE and port facilities in the waterfront area while proactively utilizing energy and knowhow of the private sector.
- 3) The waterfront area will become a new prominent and symbolic spot of Fukuoka City. Both domestic and international visitors will be able to enjoy the relaxing and replenishing environment expanding along the shoreline.

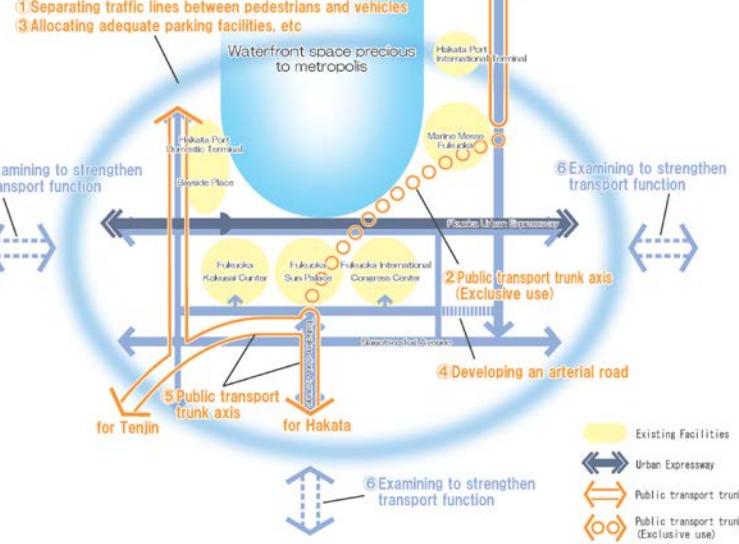
(2) Future Image

1) Functional Zoning



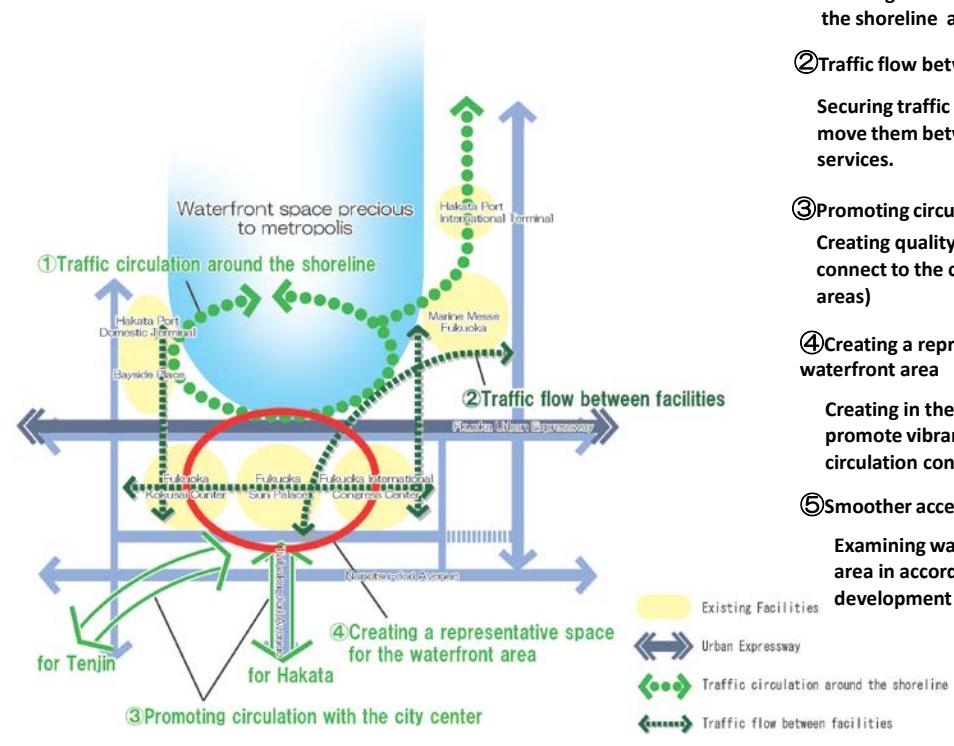
- 1) Visitor vibrancy zone
Existing facilities are revitalized to attract more visitors; bolstering collaboration with MICE vibrancy zone, etc.
- 2) MICE vibrancy zone
Utilizing existing facilities, new services such as exhibition spaces, hotels and other premises will be allocated in a functional and cohesive manner.
- 3) Entrance zone
As the entrance connecting the sea and the land, the port and the city center, this zone will become a symbolic space for exchange.
- 4) People traffic zone
Enhancing the arrival area for cruise ships and creating a space where people in Japan and from abroad can easily gather and enjoy.
- 5) Shoreline zone
Bringing in a flow of people and vibrancy by utilizing the open shoreline.
- 6) Goods distribution zone
Striking a good balance between maintaining current needs of goods distribution and fulfilling future demands of passenger transport.
- 7) Potential expansion zone
Examining potential expansion that meets future demands from people and goods transport.

2) Mobility and transportation model



- 1) Smoother transportation by separating traffic lines between pedestrians and vehicles.
- 2) Examining to install a traffic line exclusively used by public transport for punctuality and smoother service.
- 3) Decreasing traffic jam by allocating adequate parking facilities, etc.
- 4) Smoother transportation by developing an arterial road, etc.
- 5) Strengthening the axis of public transportation connecting hubs within the city center.
- 6) Examining to strengthen transport function in accordance with urban development.
- 7) Enhancing information service of transportation.

3) Traffic circulation model



- 1) Traffic circulation around the shoreline
Creating comfortable pedestrian space at the shoreline and continuity of vibrancy.
- 2) Traffic flow between facilities
Securing traffic lines for pedestrians that seamlessly move them between convention facilities and other services.
- 3) Promoting circulation with the city center
Creating quality walking spaces for pedestrians that connect to the city center (Tenjin and Hakata Station areas)
- 4) Creating a representative space for the waterfront area
Creating in the entrance zone a symbolic space to promote vibrancy and gatherings, a space of circulation connecting the sea with the city center.
- 5) Smoother accessibility in the area
Examining ways for smoother accessibility in the area in accordance with future urban development and circulation.

4) Overall model

※ The design concept summarizing facilities, transportation, and traffic circulation.

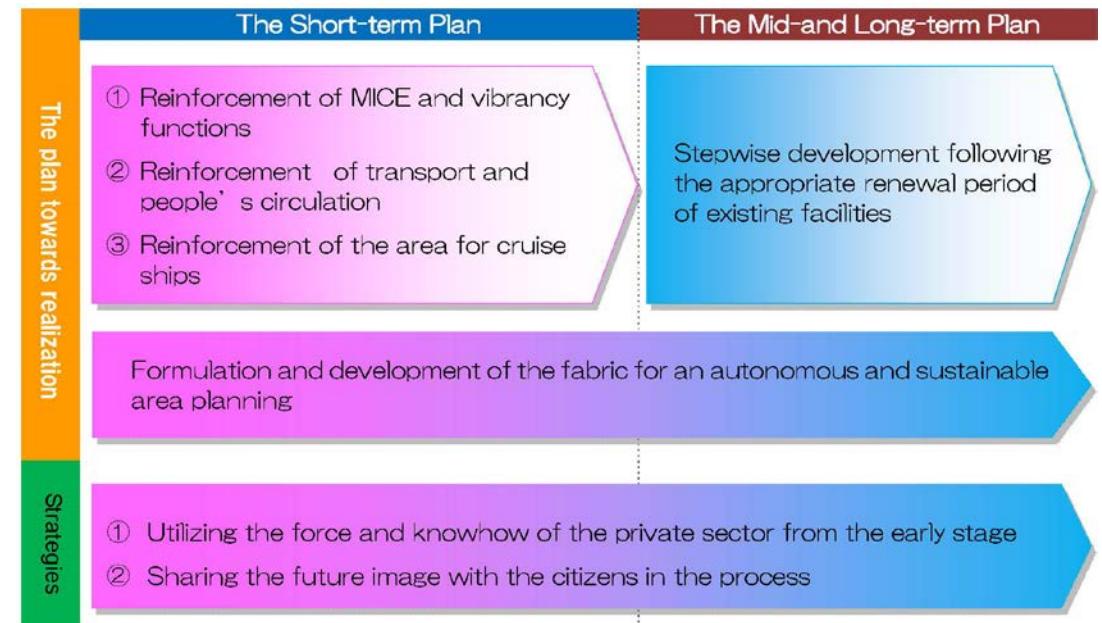


5. The Implementation

(1) Future Course of Action

- The Redevelopment of the Waterfront Area will be carried out in a phased approach.
- As the short-term plan, reinforcement in convention facilities beginning with the second-phase exhibition center will be implemented in the MICE Vibrancy Zone.
- As the mid-and long-term plan, stepwise functional improvement of facilities will be carried out. Specifically, trends in MICE demand and people traffic in and around the port area will be monitored, as well as the renewal periods of existing facilities in the Waterfront Area.
- The City will work to precisely capture various opportunities for area development. Meanwhile, the private sector will participate from the early stage, providing their force and knowhow on planning and business.
- Since the project will be implemented in a long and stepwise manner, it is essential to create measures that encourage vibrancy and a fabric of area planning that allows autonomous and sustainable development.
- The future direction of the area planning will be shared with the citizens during implementation.

Future Course of Action



(2) The Short-term Plan (Up to the completion of the second-phase exhibition center)

① Reinforcement of MICE and vibrancy functions

- Realizing an "All-in-One"* function through the development of the second-phase exhibition center and invitation of new hotels. Improving visitor-friendliness and creating a daily vibrant atmosphere.

*"All-in-one" refers to the cohesive and functional localization of MICE facilities, such as exhibition halls, meeting rooms, lodgings and banquet halls, and services such as restaurants and rest stations, etc., in a within-walking-distance proximity.

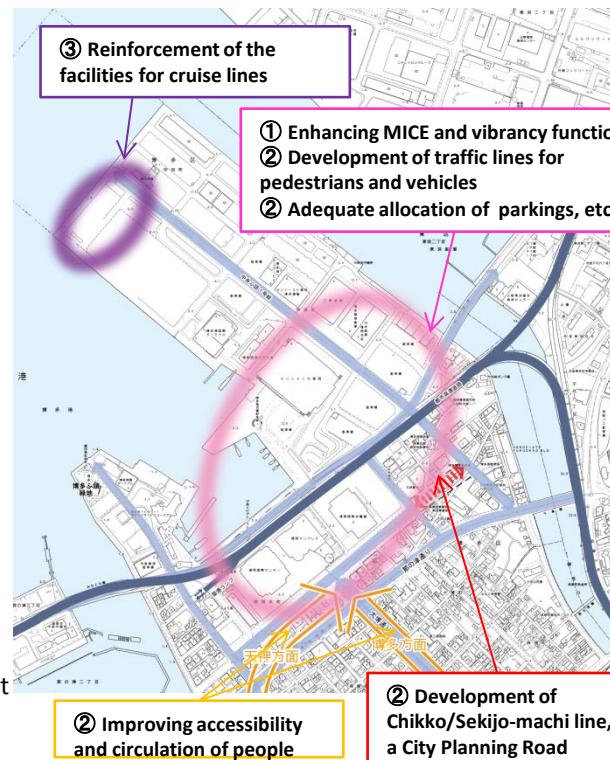
- Further attraction and support for MICE business in the convention zone through the collaboration between convention facilities and the Meeting Place Fukuoka, a one-stop service for MICE promotion, established in April, 2014.

② Reinforcement of transport and people's circulation

- Development of traffic lines for pedestrians and vehicles following the improvement of the MICE and Vibrancy Zone.
- An adequate allocation of parking facilities, etc. for smoother traffic including through-traffic.
- Development of traffic lines such as the Chikko/Sekijo-machi line, a City Planning Road.
- Strengthening the axis of public transport connecting hubs within the city center (Tenjin and Hakata Station) and boosting circulation of people by improving signs and banners.

③ Reinforcement of the area for cruise ships

- Development of passenger facilities and the transport square, etc. for the improvement of the arrival area of cruise ships.



(3) The Mid-and Long-term Plan

○ Stepwise development following the appropriate renewal period of existing facilities

- Promoting a phased development to meet the trends in MICE and cruise ship demands as well as the timing to renew the facilities
- Examining a step-by-step reinforcement of transport to synchronize the advancement of the development
- Developing creative and flexible approaches to cope with trends and needs of each phase, while utilizing the force and knowhow of the private sector

(4) From the Early Phase to the Mid-and Long-term Plan

○ Formulation and development of the fabric for an autonomous and sustainable area planning

- Examining a structure of area development that allows local organizations and groups to actively participate from the planning and development stage to the management and operation phase.
- Creating daily vibrancy by promoting clientele through open cafés and events related to the sea and ships through public-private collaboration
- Reinforcing cooperation among tourism organizations to provide MICE visitors and cruise ships passengers with information on tourism in Hakata Bay and other parts of the city, public transport, as well as programs of local traditions and cultures.
- Exploring the possibility of setting up a center (such as an urban design center) that disseminates information of area development and provides related people with a place to discuss.

