



Photo & drawings: courtesy of Yokosuka Area Management Consortium



Perspective drawing of the whole park (on an event day)

KEYWORD OF LANDSCAPE DESIGN



Japan's 1st Large-Scale Urban Park Project Using a PFI

Nagai Uminote (seaside) Park “Soleil Hill,” which opened in April 2005, was developed initially as Japan's first urban (multipurpose) park using a PFI scheme*1. Since 2015 following the expiry of the PFI period (2005 – 2014), the park has been operated and managed by the private sector under the designated administrator system adopted by Yokosuka City. Over its history of 16+ years, the park has grown to be one of the major tourist attractions in the Miura Peninsula with annual visitors of more than 700,000. The city has decided to renovate the park in time for its 20th anniversary by developing its 6.5ha unused land and making over the existing park facilities through the adoption of a Park-PFI scheme (a private finance initiative where a private entity is selected through public tender to set up and manage a public park). Upon review of proposals, the Yokosuka Area Management Consortium represented by Hibiya Kadan and comprising 8 members (including LD) was selected to renovate the park into a large city park with an approximate total area of 28ha scheduled to reopen in April 2023 and to operate/manage the park for the ensuing 19 years until March 2042.

*1: PFI project differs from Park-PFI in that the former is implemented pursuant to the PFI Act and the latter the Urban Park Act.

Outline of the Yokosuka Area Management Consortium

- Representative company: Hibiya Kadan
- Member companies: Keikyu Corporation, Landscape Design Inc., aD&C Inc., Miura Kenchiku Sokuryo, Marutaka Sangyo, Swan Shokai, Hibiya Amenis, Tokyu Service
- Cooperating companies: ST&SONS, Webmaster, Keikyu Ad Enterprise, Deporte Inc.

Outline of Nagai Uminote Park Soleil

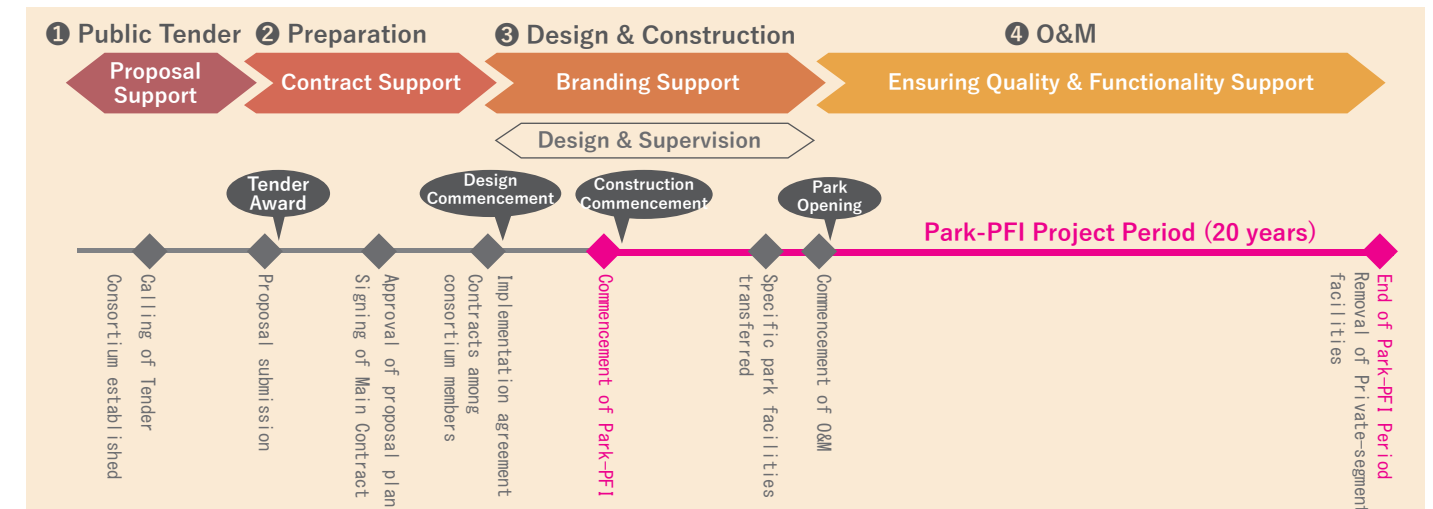
Address: 4-chome, Nagai, Yokosuka, Kanagawa
Type: Urban park (multipurpose park)
Owner: Yokosuka City
Area: approx. 28.0ha (after renewal)
Initially opened: April 2005
Scheduled to reopen: April 2023



Overall management and support are key to the success of Park-PFI projects.

Park-PFI is a type of public-private partnership created to invite investment from qualified private entities in urban park projects for the purpose of upgrading the parks and enhancing the convenience of parkgoers while lessening the financial burden on the public administrators. As of April 2021, 65 parks in Japan have adopted this scheme, of which 30 have already opened to public, while 100 others have begun the public tender process*2. Park-PFI is unique in that its use is limited to urban parks and that the contracted consortium is required to use the proceeds from the café and other commercial facilities built inside the park to fund its development and operation. If combined with the designated administrator system, the project's life-cycle will extend up to 20 years, which is becoming increasingly common. Since Park-PFI relies on highly specialized expertise in the individual segments (development, operation, and management) of a park project, landscape architects, who are versed in not only the architectural/aesthetic design but also the overall park project process, play a vital role in ensuring its success. The chart below shows the flow of a Park-PFI project and our services and input along the process.

*2: "About Park-PFI," Ministry of Land, Infrastructure, Transport & Tourism



① Public Tender: Support for proposal preparation

Win the project contract.

Park-PFI invites proposals from private entities, from which to select the best fit. In this phase, it is important to prepare an effective proposal with to-the-point messages and visually appealing images to differentiate it from others. We also support the formation of a consortium consisting of professionals with strengths in different fields necessary to actualize the project vision while providing a big picture to be shared by all consortium members towards concertedly creating a final proposal and winning the project.

② Preparation: Support for contract-related

Reduce project risks.

The selection of the consortium is followed by negotiations and signing of the main contract and implementation agreement with, and the approval of the project plan by the public-sector authority, as well as contracts among the consortium members and other procedures prior to the start of the project. While assisting the above, we provide comprehensive support to reduce project risks by making a list of agendas to be clarified for obtaining permits, defining the division of responsibilities for the design work, estimating the construction cost with better accuracy, etc.

③ Design/Construction: Support for branding

Add values & provide good publicity.

Park-PFI is required to demonstrate the synergy of integrating hard designs of park facilities and revenue-generating facilities with programs such as introducing unique park contents and standardization of visual tools. To this end, the landscape architect will make best use of the environment and take charge in comprehensive branding of the park, to embody a place where people can spend time and use it in a unique way, thereby maximizing the park's attractiveness.

④ O&M: Support for ensuring quality

Ensure high functionality & community vitalization.

Park-PFI projects, whose life cycle spans up to 20 years, rely on the private sector's expertise to secure stable revenue and ensure sustainable operation by continuing to attract visitors over a long term. Involvement of landscape architects in this phase will help find an optimum balance in the park operation, as they understand and can coordinate the views and wishes of the government, park visitors, residents, and other diverse stakeholders from the perspective of maintaining the park's high functionality and vitalizing the whole community surrounding the park.

Nagai Seaside Park Soleil Hill - Development Concept (project vision)

Yokosuka West Coast Style Park

Connecting the ocean, land, and people to create new encounters and possibilities

- ◆ A park that brings new experience, sensations, and discoveries.
- ◆ Filled with fun and many new possibilities for leisure and recreation.
- ◆ Dynamic landscape design with magnificent views towards surrounding ocean and terrain.
- ◆ Promotes interactions among community residents and tourists in conjunction with other tourism resources.



Perspective drawing of the whole park (on a non-event day)



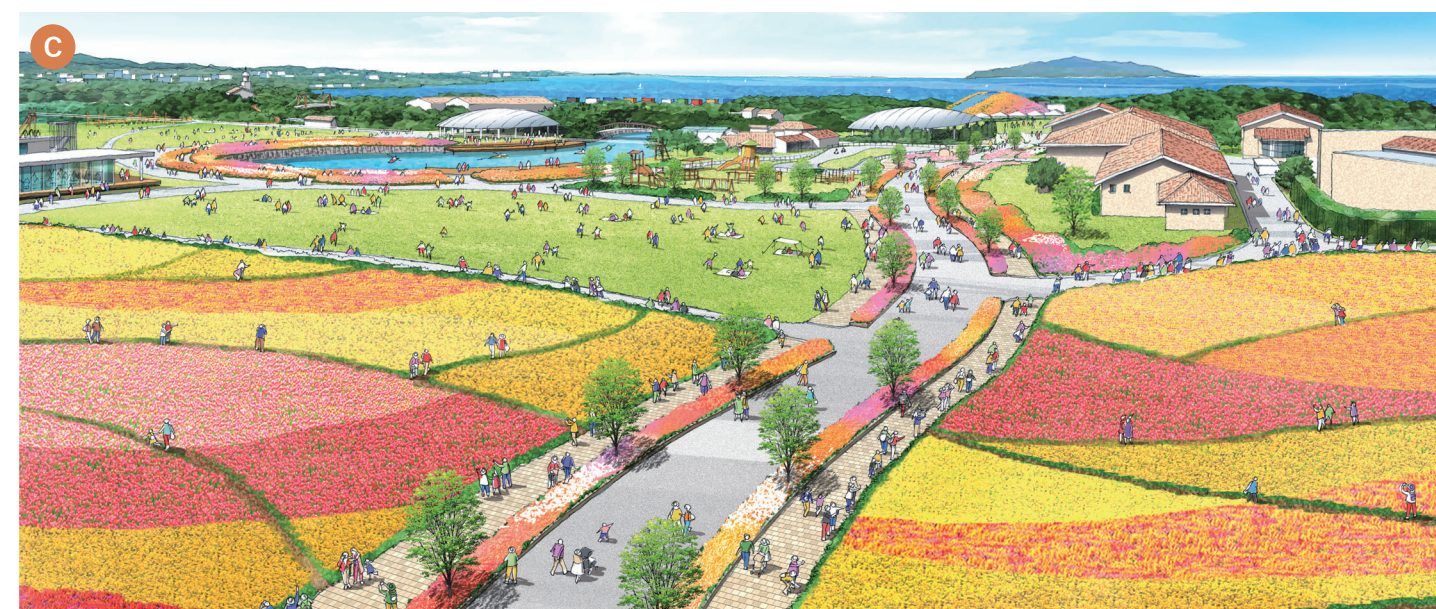
Illustrative image of Glamping Area



Illustrative image of Observation Terrace & Pedestrian

11 Ideas Proposed to Realize the Development Concept

- Idea01 Spectacular flower landscape to serve as the park's new symbol. (C)
- Idea02 Vast lawn-covered open space to provide a comfortable distance in the era of pandemic. (C)
- Idea03 Hilltop Plaza as the center of renewed park seamlessly connected to the existing park. (D)
- Idea04 Multipurpose parking that can accommodate camping cars as well as bikes and be used as an event venue.
- Idea05 Vista point that overlooks the ocean and beyond. (B)
- Idea06 Dog Park for visitors with dogs. (F)
- Idea07 Center for Community and Tourism to vitalize the entire Miura Peninsula area. (D)
- Idea08 New features based on feedback from users of existing park facilities. (A)
- Idea09 Prolonging the park facilities based on a Long-term Maintenance & Repair Plan.
- Idea10 Dynamic landscaping that accentuates the hilly terrain of the Soleil Hill. (H)
- Idea11 Renovation into an "all-inclusive park" in alignment with SDGs. (K)



Illustrative image of flower landscape in the entrance area



Illustrative image of Hilltop Plaza



Construction in progress as of July 2022