

Brownfield Regeneration in Osaka through Image Branding

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Brownfield Regeneration in Osaka

In the past, for long time, Kansai-Osaka Region had been the capital area in Japan. Today Osaka is the third-largest city in Japan, with a population of 2.7 million. During the 1930s, Osaka had experienced a **remarkable industrial growth** and it earned the name 'Manchester of the Orient'.



Brownfield Regeneration in Osaka

Recently, **the industrial restructuring and relocation of industrial facilities** which had supported economic growth in the past , have brought a large amount of unused land, or brownfields. In the presence of rising concerns for global environmental problems, **developed countries** have a key role in promoting sustainable development in the built environment. **The introduction of appropriate land-use of brownfields** needs to solve the problem of contamination, shrinking area, and the remained industrial legacy.



Universal Studio Japan

Konohana Western Bay Area was historically designated as a **restricted industrial zone** accommodating large-scale factories for metal, transport and ship-building industries. **In the face of de-industrialization**, there was an increasing amount of vacant and derelict land which required urgent re-development.

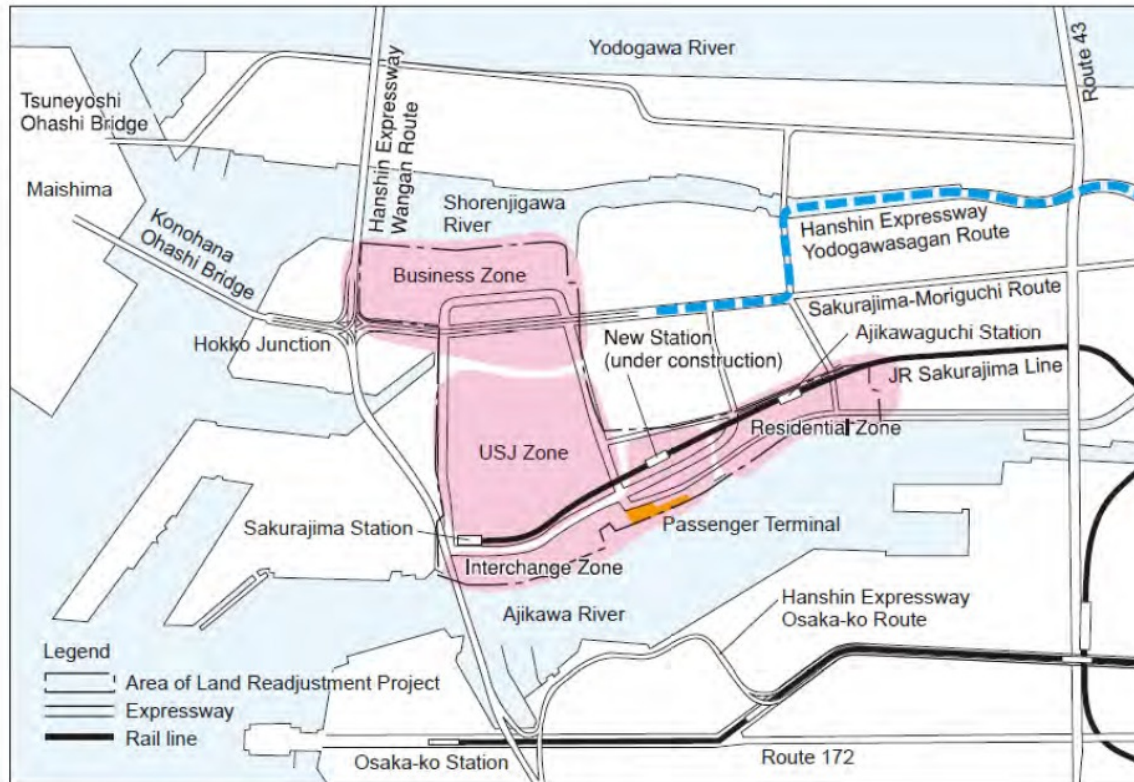
Universal Studio Japan **opened in 2001**, which is an American style amusement park.



Universal Studio Japan

The site itself contains formerly contaminated land which was used as **an industrial waste disposal landfill**.

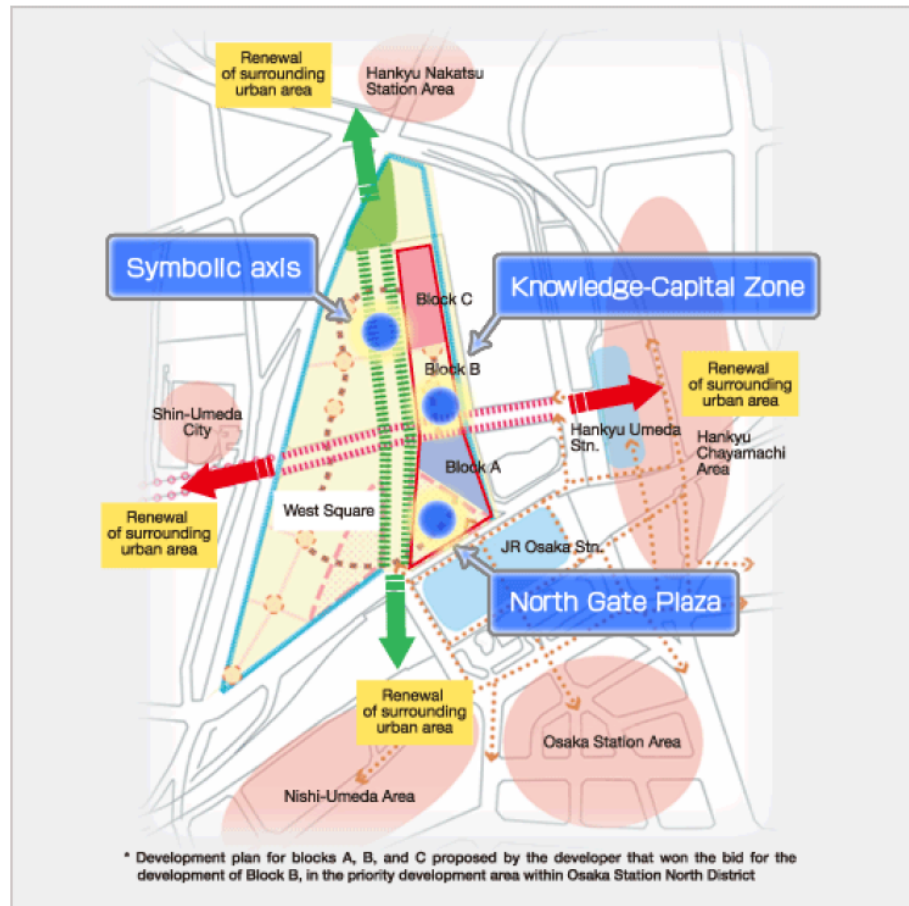
Osaka City Council was **proactively** involved in the development by purchasing all lands **through applying the policy of the land adjustment** as well as funding 22% of the capital for setting up USJ Co. Ltd.



North Station North District

North Station North District, one of the **Priority Urban Redevelopment Areas**, is situated next to the JR Osaka station which is the largest terminal in the western Japan.

The area was a large vacant lot of a former JR cargo terminal. In 1992 **JR West Railway company and the cargo terminal itself** were also decided to be relocated to neighboring cities.



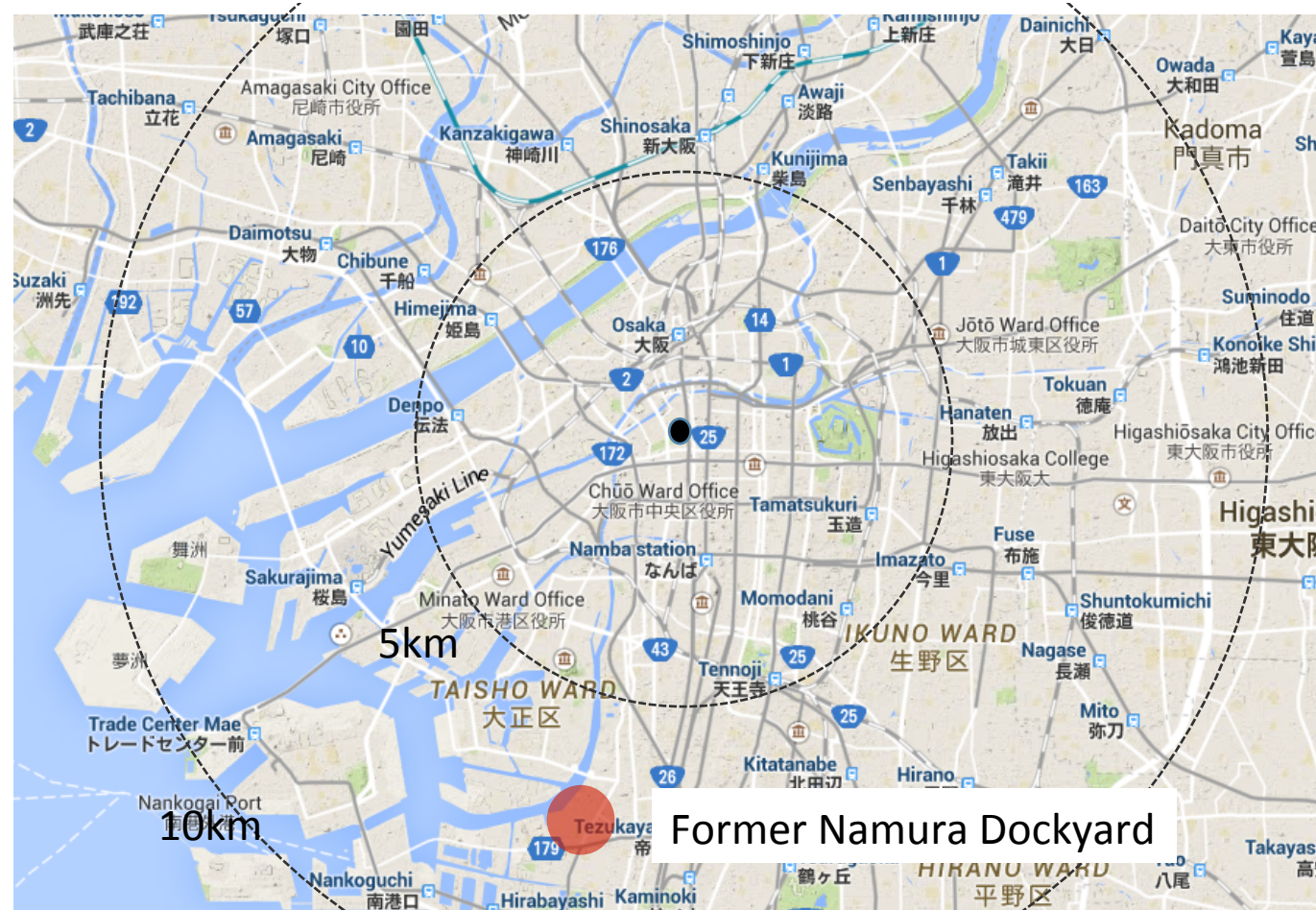
North Station North District

In 2002 a large scale commercial building was completed in the vacant lot of the **former cargo terminal** as the stage1 project (2.2 ha), and **further construction project stage2** (6.8 ha) including residential, offices and commercial spaces, was completed in 2013.



Former Namura Dockyard

Creative Centre OSAKA, that is located in the mouth of Kizu-river, was established to regenerate the former Namura Dockyard.

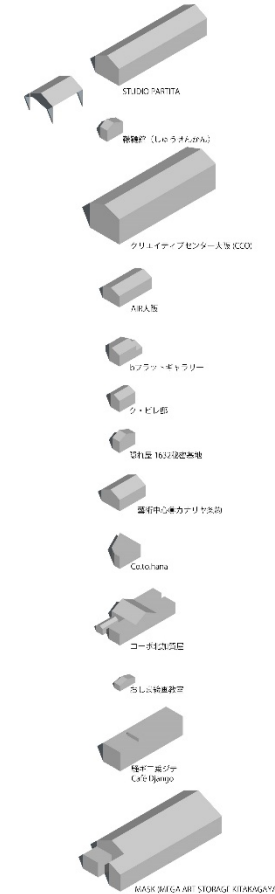


Former Namura Dockyard

Namura Dockyard redevelopment aims at the local revitalization and mitigating the stigma of brownfield through image branding by art activities (e.g. music event, exhibitions).



After the redevelopment of Namura Dockyard, **Kitakagaya Artist Village Initiative** has started. Many unused factories and vacant houses around the dockyard have been changed into the places for cultural and creative activities.





Brownfield regeneration through image branding

Visitors' Perception at Suminoe Art festival in Former Namura Dockyard

Lowoon Lee, Hirokazu Abe

Background



The former Namura shipyard is located in Kitakagaya, Suminoe ward, Osaka. Suminoe Ward has many problems, such as; decrease in tax revenue by industrial decline, an increase of disused factories, and stigma of soil contamination. Regional authority is working on the local revitalization and image branding by using the cultural and art activity.

History of CCO(the former shipyard)

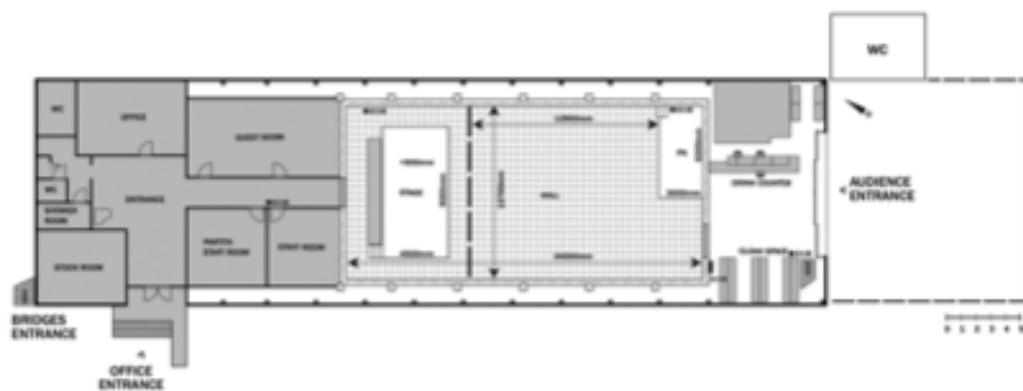


1979	Namura shipyard was moving into Imari and closed.
1993	Rehearsal studio "STUDIO PARTITA" , renovated from warehouse was run.
2004	NAMURA ART MEETING '04-'34, a trial to turn the former Namura shipyard into a site for the arts and culture was held.
2005	"BLACK CHAMBER" opened, a space for creative activities renovated from old office rooms at the shipyard. The whole area of shipyard was reborn as [Creative Center Osaka(CCO)]
2007	STUDIO PARTITA was renovated again and renewed as a space for event like a concert and live. The former Namura shipyard was designated as an Industrial Heritage by the central government.
2009	Beginning of the renovation of vacant properties in Kitakagaya by artists and art organizations.

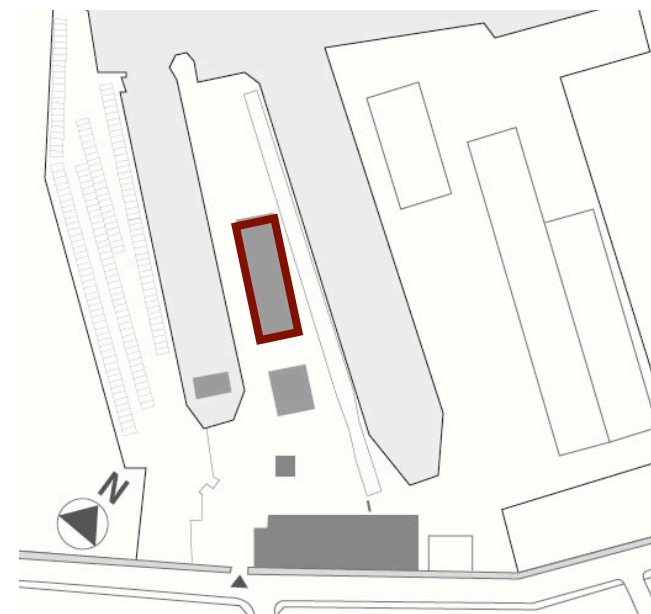
Facilities STUDIO PARTITA



>> STUDIO PARTITA

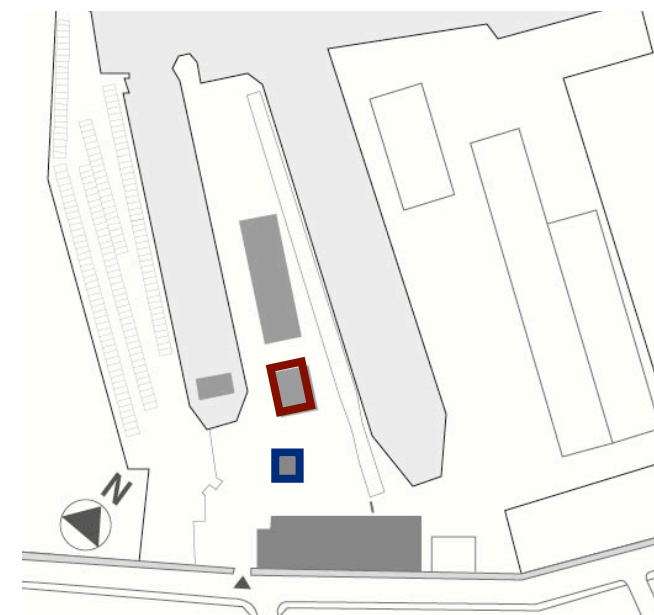


hall area 287m² Entrance: 11.7m
 Size of stage W9m×4.5m H90cm
 Dressing room 3



site plan

Facilities RED FRAME & BLUE FRAME



site plan

Facilities CCO office building



Markets in BLACK CHAMBER



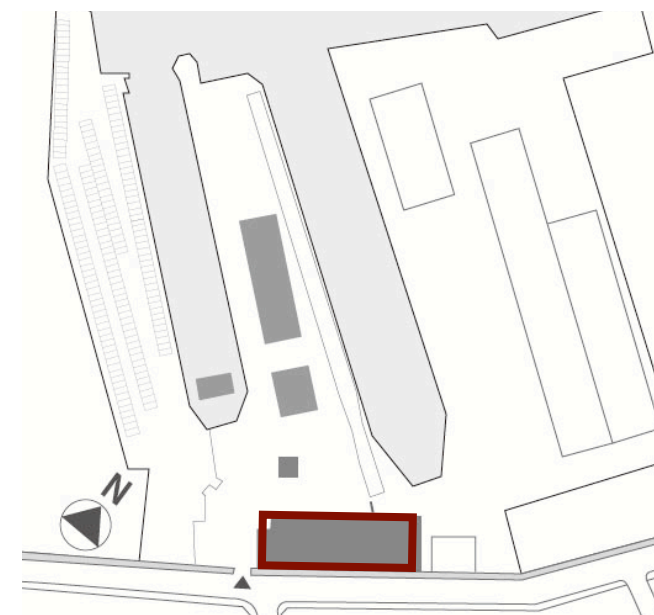
Performance in WHITE CHAMBER



SIDE CHABER



Black chamber



site plan

CCO office building



Markets in BLACK CHAMBER

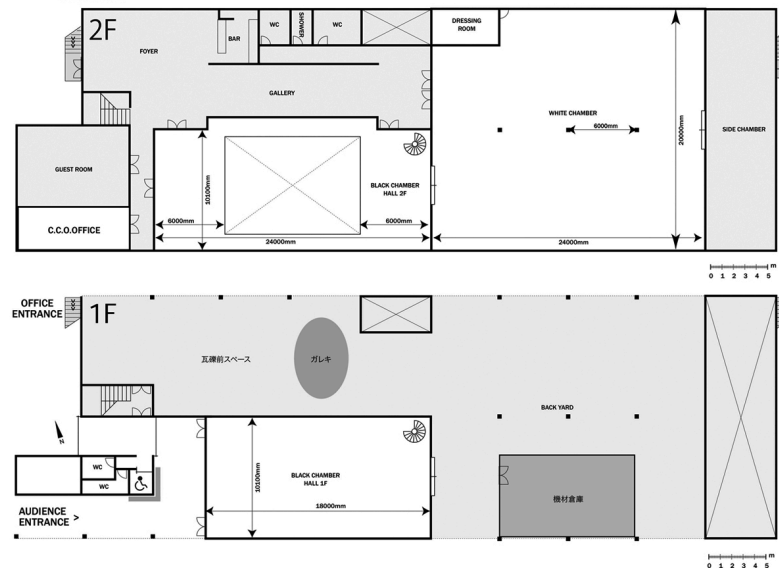


Performance in WHITE CHAMBER



SIDE CHAMBER

>> CCO総合事務所棟



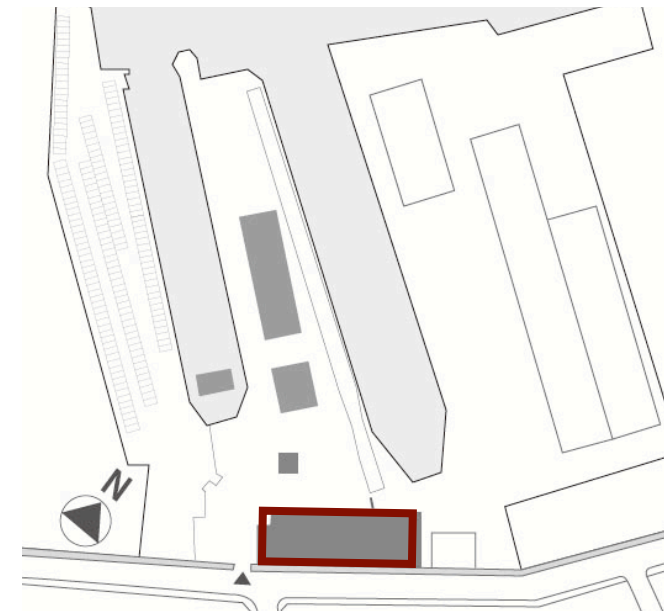
Plan of CCO office building

1st Floor
BLACK CHAMBER
it can be an event hall or
gallery, that creative
activities of various genre
Space of rubble

2nd Floor
OFFICE
WHITE CHAMBER
SIDE CHAMBER
theater for performance
of small scale

3rd Floor
Free space

4th Floor
Drafting room



site plan

Suminoe Art Beat 2014

Regional event "Suminoe Art Beat" has been held in former Namura dockyard every year.

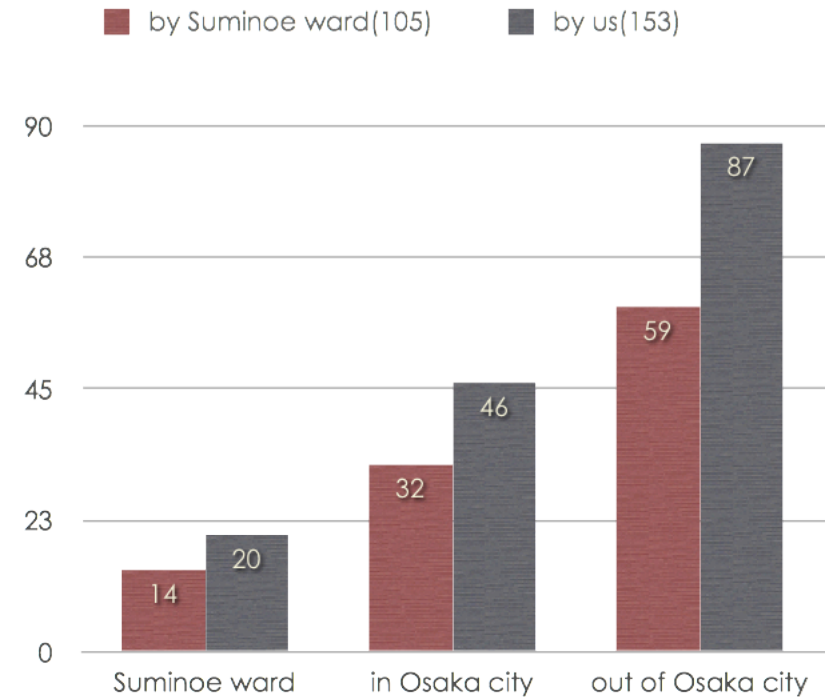


Suminoe Art Beat 2014



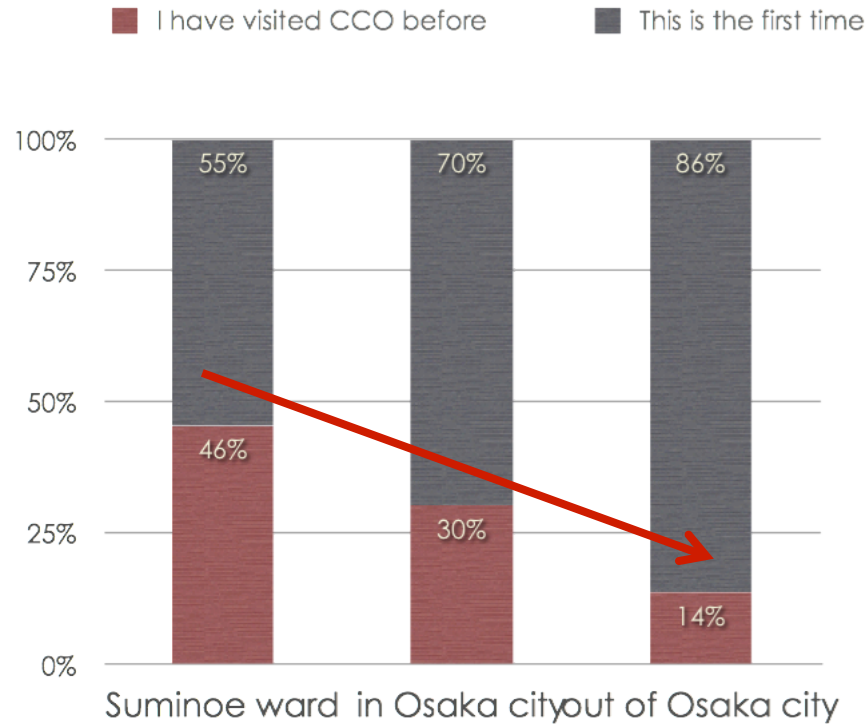
Result of survey

■ Information of Respondents of questionnaire



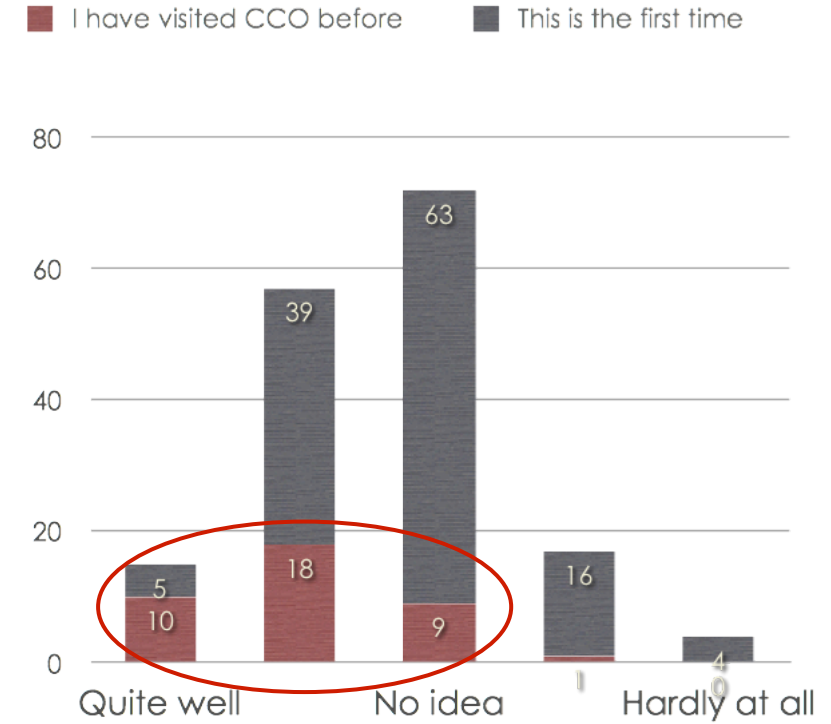
- There are more visitors traveling for a long distance.
- It is almost same to the result of questionnaire by Suminoe ward.

■ visit experience by where the respondents live



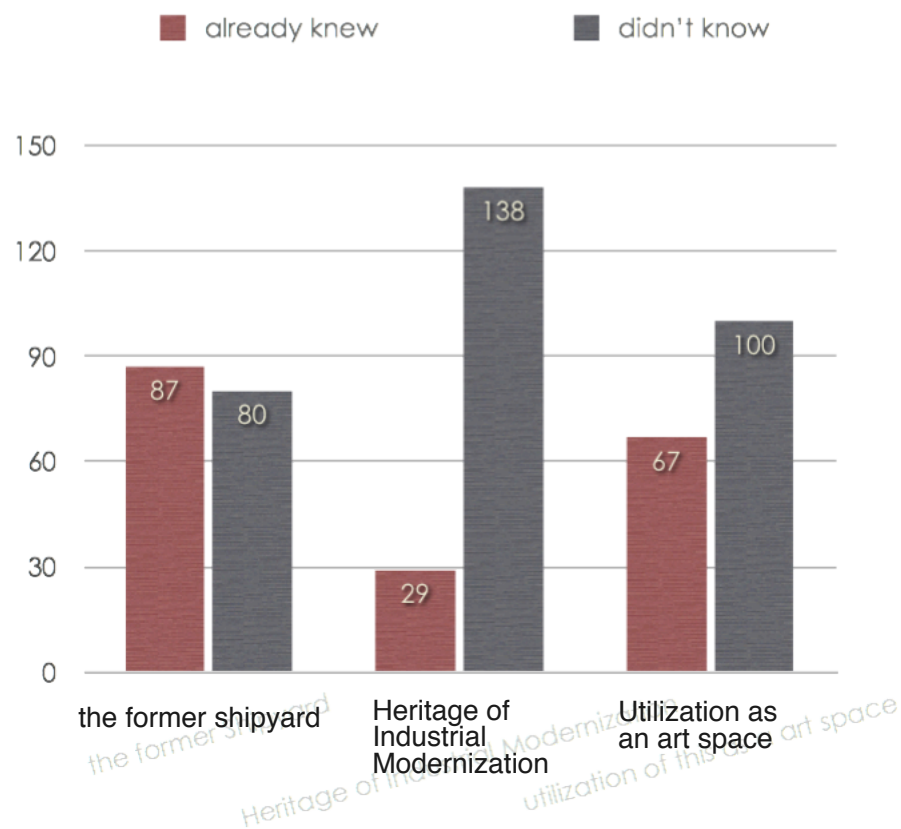
- A half of the respondents from Suminoe answered they have visited CCO before.
- The location of their house is more far, the rate of visit experience is less

■ Intention for future participation

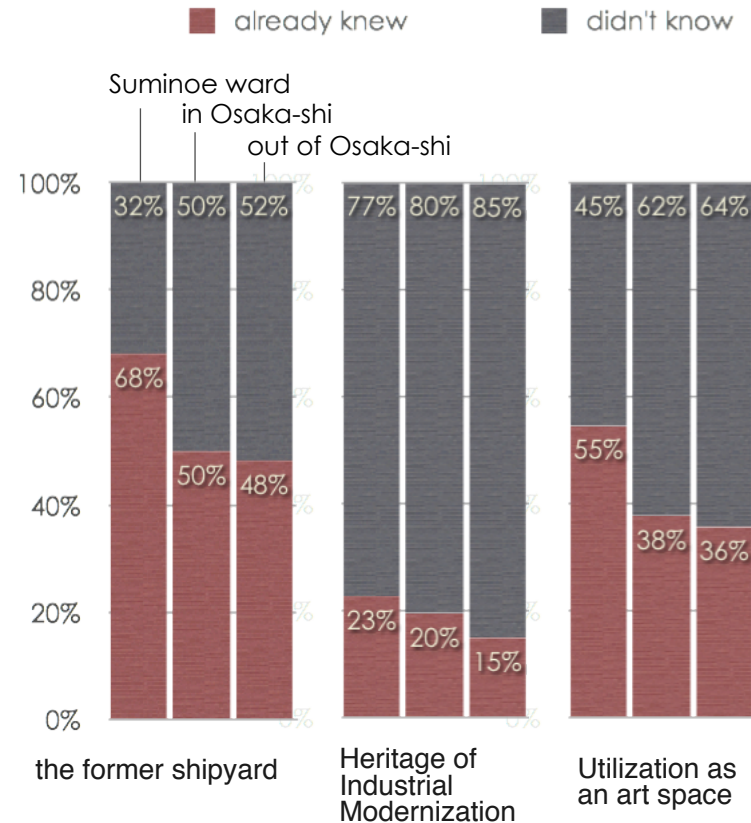


- There are more respondents with intentions for future participation than with no intention.
- It shows that most of respondents want to visit more than once.

■ awareness of CCO

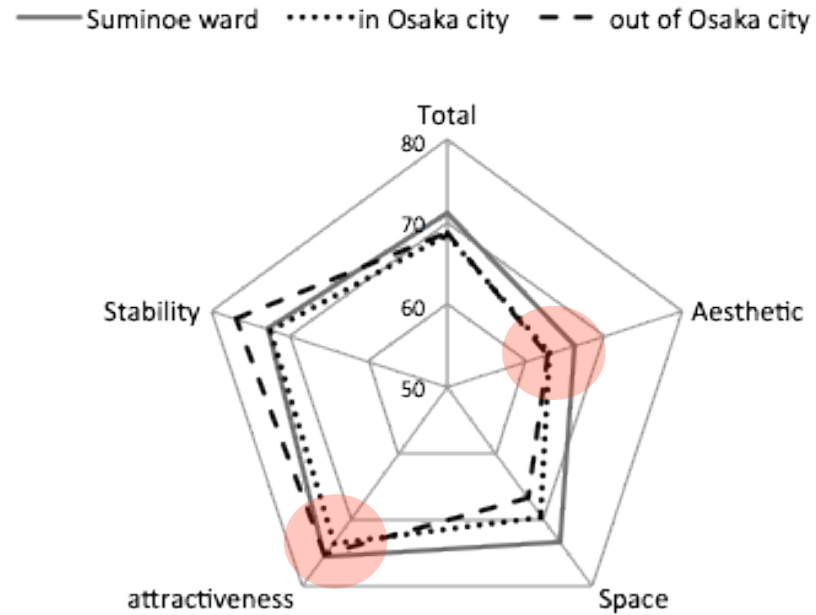


■ awareness of CCO by residence

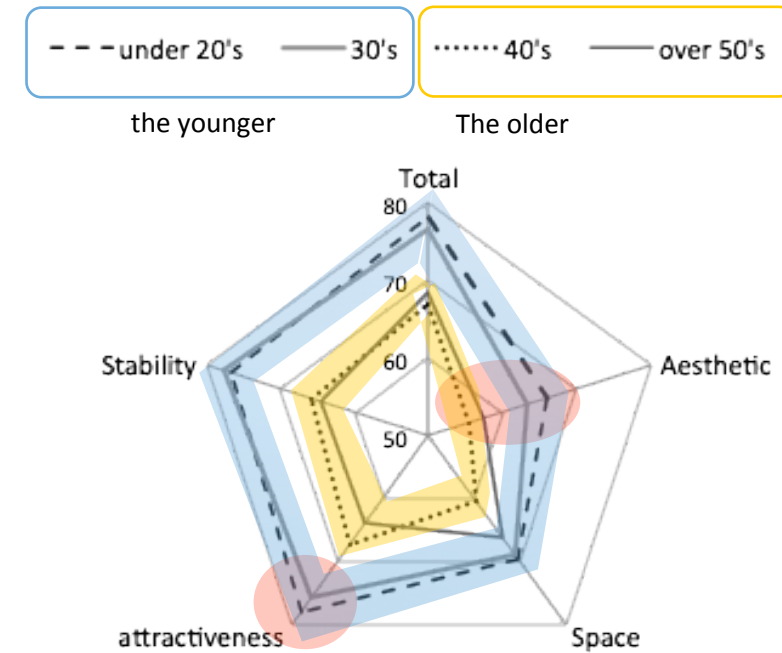


- Awareness of CCO is low and especially people don't know CCO was designated as a industrial heritage.
- Suminoe ward group is tend to be more aware of all three items than other group.

■ assessment of CCO facilities
by where respondents live

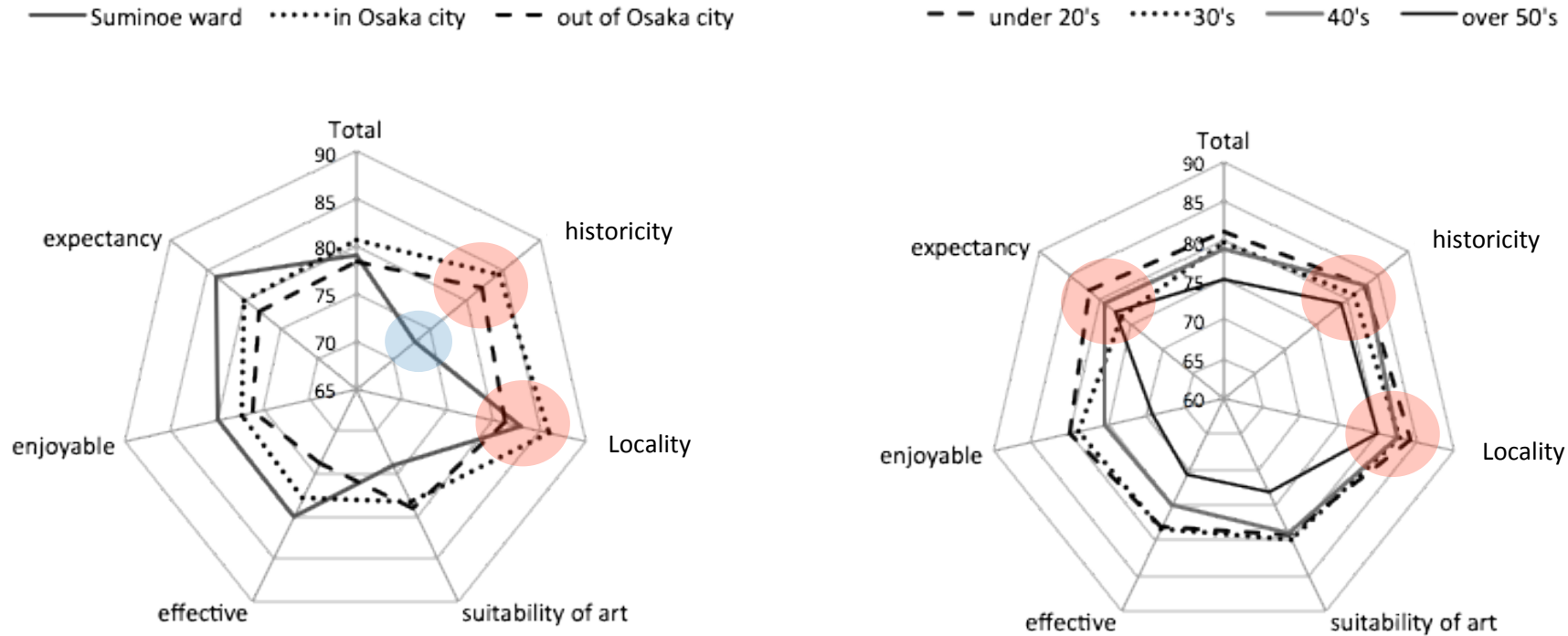


■ assessment of CCO facilities
by age group



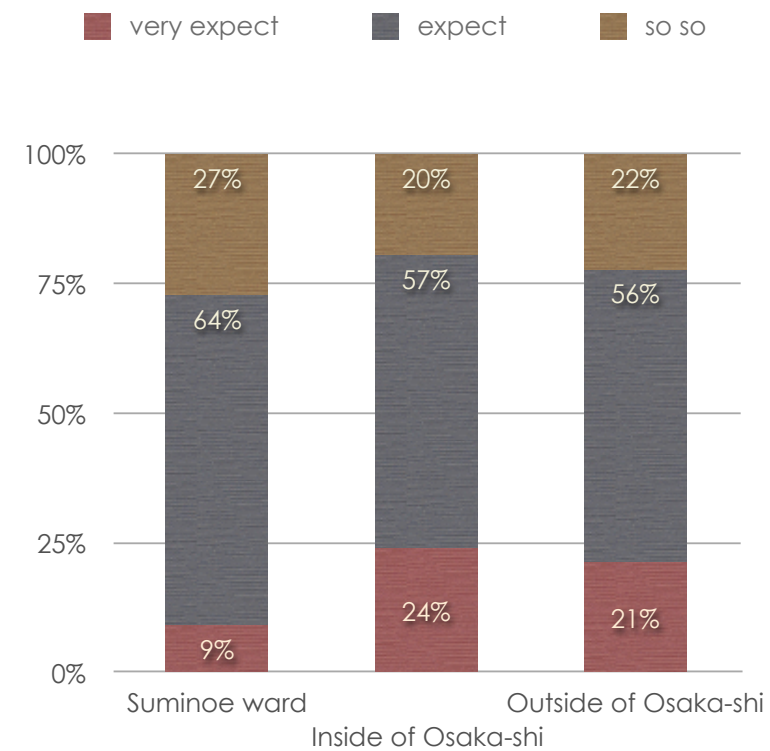
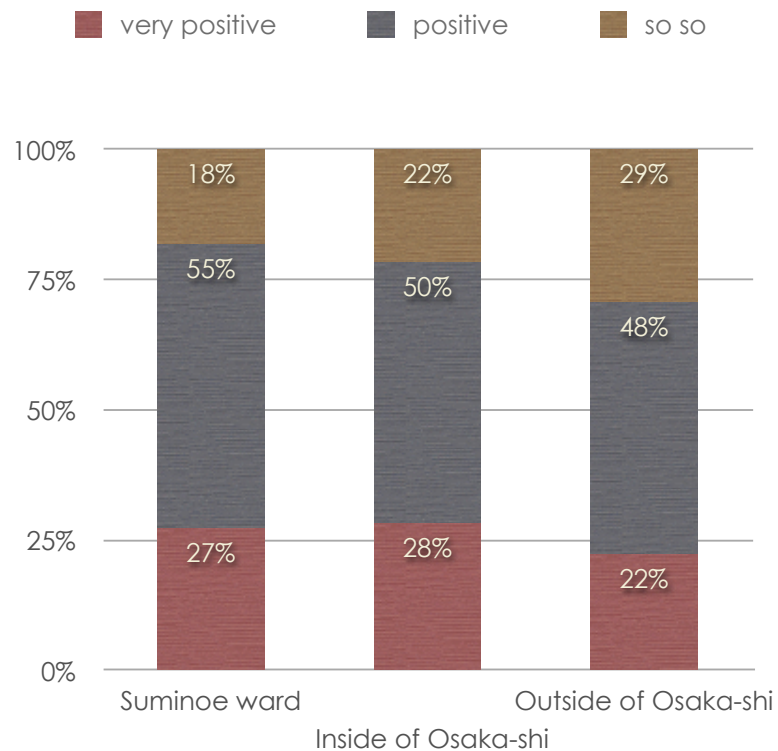
- While [Aesthetic] is tend to get the lowest assessment, [Attractiveness] is highly acclaimed at all residence and all age group.
- There is a gap of perception of CCO facilities between the younger generation and the older.
Younger people under 30 years old highly evaluate CCO facilities regarding all the criteria.

■ assessment of utilization of the former shipyard



- It suggests that the respondents think Namura shipyard represents locality and historicity. However, people from Suminoe ward has a remarkably low opinion of [Historicity]
- The group of age is younger, the evaluations of almost items are higher.
- [expectancy],[Historicity] and [locality] are evaluated highly from all the ages.

■ what they think that artists live or work in Kitakagaya



- All respondents think about artists' residence and activities in kitakagaya positively and they expect KCV project will continue.
- The rate of [very positive] and [positive] is highest on Suminoe ward, and the rate decreases as the residence is far from Kitakagaya.
- However, the rate of [expect] of Suimnoe ward group is lowest in expectation of KCV project.

Summary

We examined the perception of visitors at regional event “Suminoe Art Beat” that has been held in former Namura dockyard every year.

Results are shown as follows.

- There are perception gaps for the facility of Namura between local resident and other residents.
- There are perception gaps for the facility of Namura between the younger generation and the older.
- People think CCO is attractive although the aesthetic value of CCO is perceived not high.
- All respondents think artists’ residence and activities in kitakagaya positive and they expect to continue the KCV project.

This survey result suggested key points for better image in redeveloping industrial heritage.

- attractiveness rather than aesthetic
- emphasize locality and historicity
- appealing to all the age group, especially the older group

Thank you for listening