
One of Japan's Largest Park-PFI Projects Combining a Park and Stores Hisaya-odori Park to Open in Fall 2020

A New Symbol of Nagoya that Combines Both Topicality and the Everyday

Tokyo, Japan, June 23, 2020 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that Hisaya-odori Park (*1) combining a park and stores located in (the northern, Nagoya TV Tower area of) Hisaya Odori Park in Sakae-ku, Nagoya, will open in fall 2020.

This project was undertaken based on the Sakae Area Grand Vision formulated by the City of Nagoya and advanced after Mitsui Fudosan was selected in February 2018 to carry out renovations in the area from Nishiki-dori to Sotobori-dori after tenders were opened in October 2017. This project will be the largest of its kind in Japan to use the Park-PFI system (*2) to set up, operate and manage 24 retail facility buildings in a park running north to south for approximately 1 kilometer.

In the retail facilities, 35 stores will open, including nationally popular dining and sales stores, and in its role as a place for residents to take an everyday break, providing an array of services including fashion, sports, dining, communication and refreshment. Through this project, the park will create new value and become a new symbol of Nagoya that communicates a variety of information.

*1: Hisaya-odori Park (*1) is the name for (the northern, Nagoya TV Tower area of) Hisaya Odori Park.

*2: The Park-PFI system refers to the park private financing initiative newly established following a 2017 revision of the Urban Park Art (Act No. 79 of 1956) to set up facilities in public parks through public bidding to enhance use of parks through restaurants, stores, etc., and use part of the proceeds of these facilities for the maintenance and renovation of special park facilities such as paths and plazas that can be used by general parkgoers.

○ Response to COVID-19

Further details will be announced later regarding the timing of store openings, business hours and measures such as the Three Cs measures to prevent the spread of COVID-19.

* Details of this news release may change depending on factors such as requests made by the national or local governments due to circumstances surrounding the spread of COVID-19.

* Customer and employee safety and security will be given the highest priority when operations start and rigorous measures are being taken to prevent spreading the virus.



An artist's impression of Hisaya-odori Park
(Left: Viewing the Nagoya TV Tower from Nishiki-odori, Right: Viewing the water basin from the facility)

Key Points of this Press Release

● Hisaya-odori Park, one of Japan's largest Park-PFI projects, will open in Fall 2020

Hisaya-odori Park operations will be constantly maintained under the Park-PFI and designated manager systems, improving park quality and visitor convenience while acting as a driving force for future park activities.

● Openings of 35 stores and restaurants, including some for the first time in Nagoya

A rich lineup of approx. 35 contemporary stores, including 22 opening in Nagoya for the first time, will raise visitors' enjoyment of park life to a new level and delivering enjoyable experiences through a variety of different scenarios.

Opening of Hisaya-odori Park at the Center of Sakae and a Base for Nagoya's Bustle

The Nagoya Station and Sakae areas are central to Nagoya's bustle and Nagoya Castle, the center of historical tourism, is a symbolic base for sightseeing in Nagoya. Looking ahead, with the (planned) 2027 opening of the Chuo Shinkansen maglev line, the synergies of these three areas is expected to create further bustle in the area.

The opening of Hisaya-odori Park in Sakae-ku will enhance the liveliness of all of Nagoya.



Map of Central Nagoya Area

Park Improvement Policy for Reorganized Urban Infrastructure

Revitalizing Hisaya Odori Park is a leading project with a ripple effect that will invigorate the entire Sakae area. A full reorganization was carried out to make the park even easier to use for residents and tourists from within and outside of Japan.

① Establishing a Healthy Tree Environment

Density control to ensure a healthy growing environment for existing trees is being carried out together with planting of new trees so that people can enjoy the expressions of the changing seasons. A gravel reservoir has been set up in the newly established lawn plaza as a foundation material, and this improves functions for a good growth environment for greenery by retaining water and through penetrating effects.



The planting plan so that people can enjoy the expressions of the changing seasons, including the new planting of eight types of cherry tree that will enable viewing blossoms over a long period from around February to May.



Illustrative image of the water basin mist



Illustrative image of digital signage



Site Layout

② A Park Easily Accessible to Everyone

The newly established multi-purpose plaza of approx. 10,000 m² provides a space that people can use as they like, and could be used as a temporary evacuation area in the event of a natural disaster. The park can be used for a variety of activities and will provide opportunities to hold events and promote culture and interactions. In Central Park, the underground mall beneath the park, an escalator and elevator connected to the park have been newly put in place, while refurbishing guiding lines and pavements ensure barrier-free access. Public washrooms, benches and lighting are among the other items to have been totally refurbished. With the park being reborn as a safe and secure place to be easily accessible to everyone.



Illustrative image of activities in the lawn plaza

③ A Base for Tourism

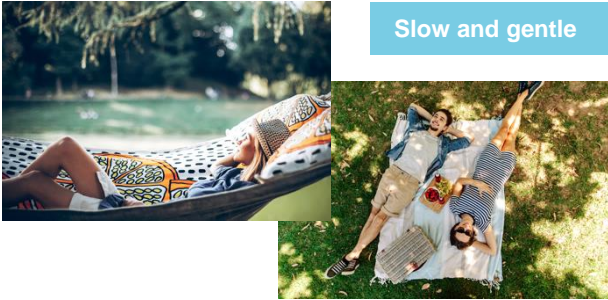
A massive water basin 80-meters long has been set up as a new spot symbolic of Nagoya. Plans are for it to become a place for impressionistic spatial performances at night with lighting displays and music. A bus stop for buses with tourists from within and outside Japan has also been set up, with management and operation conducted through a web-based reservation system from TIMES 24, enhancing convenience. Digital signage of approx. 295 inches in the space that connects the underground malls (Central Park and Mori no Chikagai) to the aboveground area will convey event news and information. Other features include the establishment of main signs in multiple languages and art benches.



Illustrative image of an art bench

Toward Creation of Cultural Communication and a Base for Interaction

Each visit to Hisaya-odori Park provides space for creating communities that encounter new people, goods, experiences, and culture with each visit, exchange diverse sensitivities, and create new value. The park pursues both topicality, as a new tourist resource for Nagoya, and the everyday, as a place to relax, and aims to become a platform to add a smile to the area at any time at all. By connecting with activities and events in the area, bustle in the park will ripple out to the surrounding area.



Slow and gentle

A slow and gentle place that feels good with the broad-mindedness and relaxation inherent in parks.



Thrilling

From stimulating art, photogenic set-ups, enjoyable events and more to make a park where the thrills and excitement never end.



Smiles

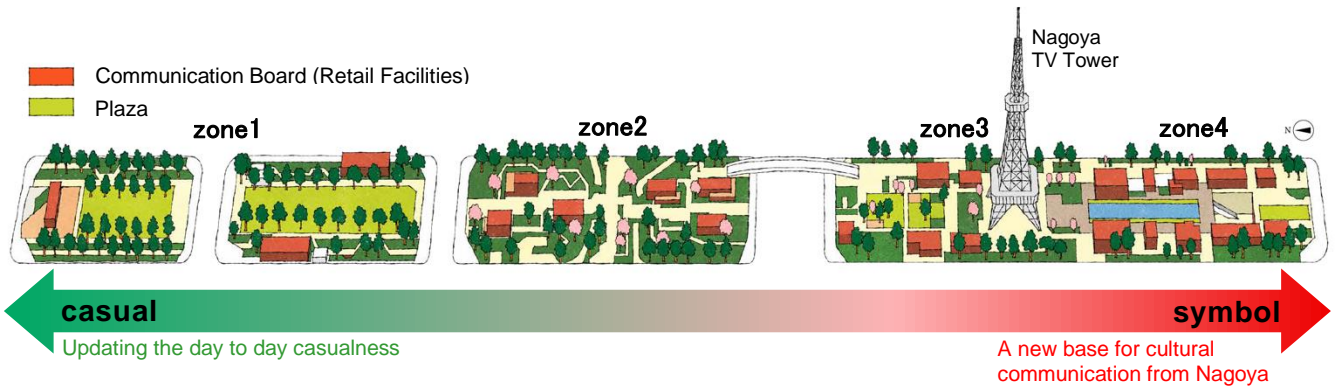
Surrounded by family, friends, colleagues and delicious food. Enjoy a conversation over park food, which is always easy and sometimes luxurious.



Exciting

From a yoga experience as a morning activity to playing sports during a lunch break. The park will update day to day casualness.

Four Zones that Combine Topicality and the Everyday



zone1

Embrace the expansive lawn plaza Forest of Learning Zone

zone2

Enjoy strolling the small paths Urban Resort Zone

zone3

Making everyday life richer Communication Zone

zone4

Communicating Nagoya's charms New Symbol Zone

* Nagoya TV Tower was Japan's first broadcasting tower, built in 1954. It is now designated as a National Registered Tangible Cultural Property and makes it "The Face of Nagoya."
 * Communication pods (Retail facilities): Communication pods refer to each of the retail facilities within Hisaya-odori Park. Each retail facility works as a partner to create bustle within the park and provides support for emergency contacts, guiding and creating liveliness within the park.

<Attached Materials 1> List of stores

Product sales / service store

店舗名	フリガナ	業態	名古屋初	新業態
EYESTYLE	アイスタイル	メガネ、サングラス、コンタクト、その他		
Orobianco	オロビアンコ	靴		
オンデーズ	オンデーズ	メガネ		
karrimor store	カリマー ストア	メンズ・レディスアパレル、雑貨	○	
GOACH	コーチ	靴、関連雑貨		
GOLE HAAN GRANDSHOP	コールハーン グランドショップ	靴、靴、小物	○	
Snow Peak	スノーピーク	物販、レストラン、コワーキングスペース	○	
TATRAS	タトラス	アパレル、服飾雑貨	○	
T4 NAGOYA	ティーフォー ナゴヤ	卓球、スポーツ用品、カフェ	○	○
天狼院書店	テンロウインシヨテン	書籍、カフェ、スタジオ	○	
TOMMY HILFIGER	トミー ヒルフィガー	メンズ・レディスアパレル		
narifuri nagoya	ナリフリ ナゴヤ	メンズアパレル、服飾雑貨、自転車用品	○	
FabCafe Nagoya	ファブカフェ ナゴヤ	cafe、workshop、その他	○	
FURLA	フルラ	バック、服飾雑貨		
HERALBONY	ヘラルボニー		○	
ポロ ラルフローレン／ラルフズ コーヒー	ポロ ラルフローレン／ラルフズ コーヒー	メンズ・レディスアパレル、服飾雑貨、カフェ	○	
MICHAEL KORS	マイケル コース	メンズ・レディースバッグ、靴、その他		
MY GYM	マイジム	幼児教室、フィットネス	○	

Restaurant /cafe

店舗名	フリガナ	業態	名古屋初	新業態
Arcoba	アルコバ	薪焼き肉、イタリアン	○	○
ESPRESSO D WORKS	エスプレッソ ディー ワークス	ベーカリーレストラン	○	
ELOISE's Café	エロイズ カフェ	カフェ	○	
カフェ ド パリ	カフェ ド パリ	スイーツカフェ	○	
糀 MARUTANI	コウジ マルタニ	日本酒ダイニングバー		○
THE ALLEY	ジ アレイ	ティーストア		
スコンター	スコンター	タイ料理		
タリーズコーヒー ※1	タリーズコーヒー	コーヒー、雑貨	○	
ダンデライオン・チョコレート POP-UP STORE	ダンデライオン・チョコレート ポップアップ ストア	チョコレート	○	
茶匠 清水一芳園	チャショウ シミズイッポウエン	和カフェ	○	
HARIO Cafe & Lampwork Factory	ハリオ カフェ アンド ランプワーク ファクトリー	カフェ、アクセサリー	○	
PEANUTS Cafe	ピーナッツ カフェ	カフェレストラン、ショップ	○	
北京ダック専門店 中国茶房8	ペキンダックセンモンテン チュウゴクサボウ エイト	中華料理	○	
炭焼きやきとり×とりの唐揚 レアル	スミヤキヤキトリ×トリノカラアゲ レアル	焼鳥		
焼肉 徳川苑	ヤキニク トクガワエン	焼肉		○
ROCCA&FRIENDS CREPERIE to TEA	ロッカアンドフレンズ クレープリーとティー	クレープリーカフェ	○	
ワイマーケットのクラフト食堂 ナゴロバ	ワイマーケットノクラフトシヨクドウ ナゴロバ	クラフトビール居酒屋		○

* The collaborative store with Bianchi is a first for Nagoya

* The above list is current as of June 23, 2020, and is subject to change.

<Attached Materials 2> Overview of “Hisaya-odori Park” Project

Location	Marunouchi 3-Chome, Nishiki 3-Chome and others, Naka-ku, Nagoya
Site area	Approx. 54,122 m ² (approx. 580,000 ft ²)
Structure	2-story steel structure (partially single story)
Floor space	Approx. 8,062 m ² (approx. 87,000 ft ²)
Rental floor space	Approx. 7,243 m ² (approx. 78,000 ft ²)
Number of stores	Approx. 35
Access	Adjacent to Sakae Station on the Nagoya Municipal Subway Higashiyama Line and Meijo Line Adjacent to Hisaya-odori Station on the Nagoya Municipal Subway Meijo Line and Sakura-dori Line
Hours of Operation	Park: Open 24 hours (Some facilities are inaccessible at night) Stores: 11:00-23:00 (planned) * Store operation hours differ depending on the store
Developer	Mitsui Fudosan Co., Ltd.
Park design	Nikken Sekkei Ltd., TAISEI CORPORATION
Architectural design	TAISEI CORPORATION
Builder	TAISEI CORPORATION
Landscaping and planting	Iwama Garden Create Co., Ltd.
Designated park manager	Mitsui Fudosan Co., Ltd.

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