

【Town Development Plan Utilizing Private Ideas】

Hello, I'm Mr. Omori, Mayor of Okayama.

The other day, we announced that Sanyo Broadcasting Co., Ltd obtained a priority right for negotiation on selling and utilizing the city-owned land of about 4,900 square meters, "Old site of Korakukan Junior High and High Schools (Tenjin School Building)" in Tenjincho, Kita-Ward in Okayama City.

This land has high potential as it locates next to Okayama Orient Museum and Okayama Prefectural Museum of Art in "Culture and Art Zone". And this is one of the few city-owned lands which remain in the center of the city.

Therefore, in the selection process, specific contents from the below points were evaluated as well as a sales value. Total scores by the City of Okayama's examination committee and opinions by external experts were gathered and eventually the proposal by Sanyo Broadcasting was proved to be the best.

【Points of the Selection Process】

- (1)Vitalization of the city center
- (2)Enhancement of charms of the "Culture and Art Zone" by creating and spreading a new culture
- (3)Harmony with its nearby area

The Sanyo Broadcasting's proposal is based on the concept of "Be the broadcasting station to support the creation of Okayama City's attraction". And in their plan, they will aim to become the broadcasting station which is open to the region and will pursue

a higher goal not only for their original mission such as information spreading and broadcast culture. A spacious hall to accommodate about 200 people is scheduled to be constructed for Noh, Kyogen (Japanese traditional performing arts) and music events. Cafés, restaurants and parks are included in the plan as well.

Their project was well thought in detail from many sides and this must be the reason for the high evaluation towards their proposal. For example, Noh performances, local activities collaborating with the Omotecho Shopping District, commending great people of the region and holding exhibitions are for "Vitalization". Co-organizing events with Okayama Orient Museum and Okayama Prefectural Museum of Art are for "Creating and spreading a new culture". Keeping facilities the same height as the museums next doors is for "Harmony with its nearby area".

The runner-up, a group represented by Ishikawa Foundation, proposed an ambitious plan as well. With their abundant experience acquired through Okayama Art Summit, they tried to integrate various social facilities such as spaces for cultural exchange, accommodations and community centers while a modern museum was focused on as the center of the project. Asano Corporation was sound and focused on their core business. They suggested a plan to renovate the existing buildings to develop their head office, spaces for interaction and exhibition, bus stops and parking lots. Also, gas supply was considered for emergency situations.

I found these proposals highly valuable even though they did not obtain the right for the negotiation. Especially, Ishikawa Foundation groups' plan held enough impact to be appealed to the world. I look forward to witness their future story and would like to wish them good luck to make the plan come true.

Also, I hope Sanyo Broadcasting will utilize the potential of the region to conduct business which will be popular among citizens and which will vitalize Okayama City.

I would like to take this opportunity to express my appreciation to all the parties who proposed for this project.