

Public private partnership in Shiwa Ogal Project

Masanobu Okazaki

Ogal Design Committee

Shiwa Ogal Project is a regional revitalization project for a 10.7ha area of municipal land that had been left empty for ten years in front of JR Shiwa Chuo Station (Iwate Prefecture). Through a public-private partnership and adoption of a design committee, we reinvented the land and turned a town of 34,000 into one visited by over 800,000 people a year.

We determined the program by fixing tenants and creating a business plan in advance. The project's direction changed with each program, so we were able to flexibly proceed while maintaining an overall vision for the town.

A design committee was created in order establish design guidelines that increase the value of the district.

In terms of planning, Ogal Plaza is situated along the axis from the station as a place for people to relax. Similarly designed public and private facilities line either side of the plaza, creating a space with an open and comfortable atmosphere.

On the business side, we designed each facility considering each project's operation and built them with a cost easily managed in the future. The public-private partnership method as a "development model" will have an important meaning in the age to come.