

## Funabashi Morino City

### Aspiring to be a forward-thinking, next-generation community

Funabashi Morino City is a re-development project being undertaken on a 17-hectare former factory site based on a district plan prepared by Funabashi City. The project is aimed at creating a town that is surrounded by lush greenery that enriches the lives of residents in every age group. In addition to approximately 1,500 housing units, the project is comprised of commercial, healthcare, and childcare facilities. By developing public roads and five parks/green zones, the project supports not only new residents of the town, but also those of the surrounding communities.



An old Asahi Glass factory site of over 17 hectares in front of Shin-Funabashi Station (July 2011).

### Funabashi Morino City



- A** Japanese Stewartia Park
- B** Azalea Park
- C** Dogwood Park
- D** Zelkova Park
- E** Sakura Park



Aerial photograph of the site and its periphery (June 2013)



PROUD Funabashi block #1-#5  
1,497 condominium units  
(five blocks in total)



PROUD Funabashi Clubhouse



PROUD SEASON Funabashi Morino City  
42 detached houses



AEON MALL Funabashi



AEON TOWN Shinfunabashi



The Keiyo Bank,Ltd.  
Shinfunabashi Branch



Funabashi  
General Hospital



Morino City Pharmacy



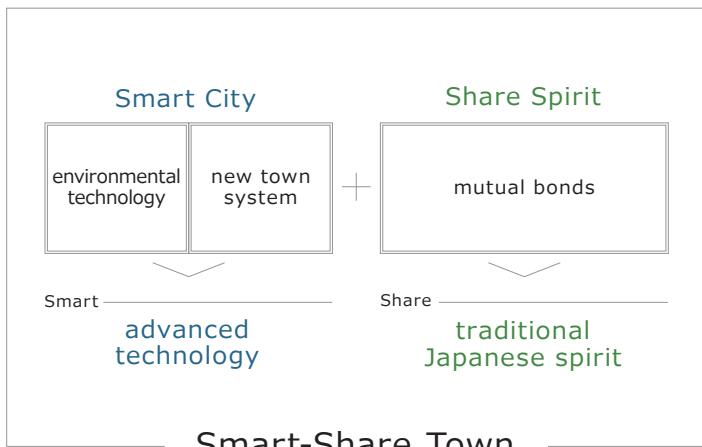
Sakura Park

## "Smart & Share Town" Concept

### "Smart & Share Town" Concept

Cultivating the value of sharing through a commitment to innovation and the Japanese spirit

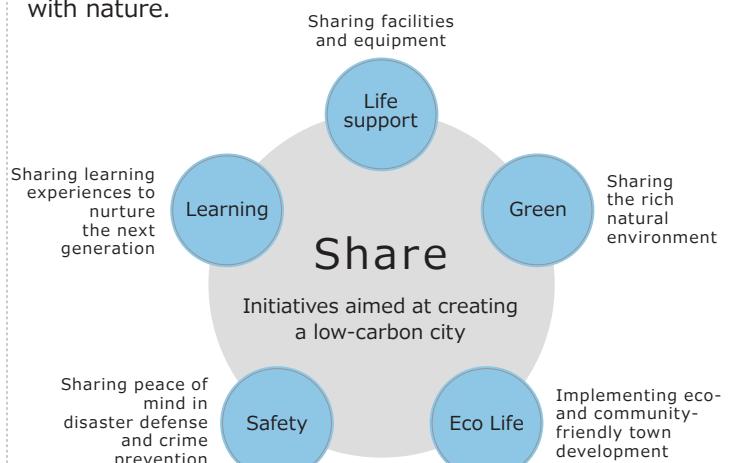
"Smart" represents innovative technologies, while "Share" expresses the opportunities the residents encounter in their daily lives to form bonds with one another. "Smart & Share Town" is a vision of urban development for connecting people by leveraging advanced technologies and IT networks.



### Five acts of sharing

Five acts of sharing that support the "Smart & Share Town" concept

The Funabashi Morino City Project brings enhanced comfort to the community by delivering convenience, peace of mind, and learning opportunities. At the heart of the project are five acts of sharing, including the sharing of the natural environment and the sharing of the planet with nature.



## Common area designs to create a comfortable community.

In multi-family housing complexes, a diverse range of values and lifestyles exist side by side. This makes it all the more important to ensure that every resident feels comfortable spending time in the community. The common areas in Morino City are designed in such a way as to facilitate comfortable interactions among residents and nurture a sense of community.

### The "Morino City" concept

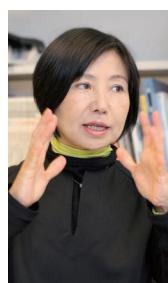
A community where trees connect people and space



A community made of shared time and private moments  
Relaxing daily lives and exciting out-of-the-ordinary experiences

Common area designs produced by industry-academia collaboration

"100 Design Techniques for Condominium Communities" were an outcome of the industry-academia collaboration between Nomura Real Estate and the Japan Women's University Graduate School (winner of the 2011 Good Design Award). Professor Shinohara's community design techniques were incorporated into Funabashi Morino City.



Specializing in Housing Studies  
Satoko Shinohara Lab

Japan Women's University Graduate School Mainly designs multi-family housing complexes and studies spatial designs to achieve optimal connections among residents in a community.

## Town development advocated by Funabashi City

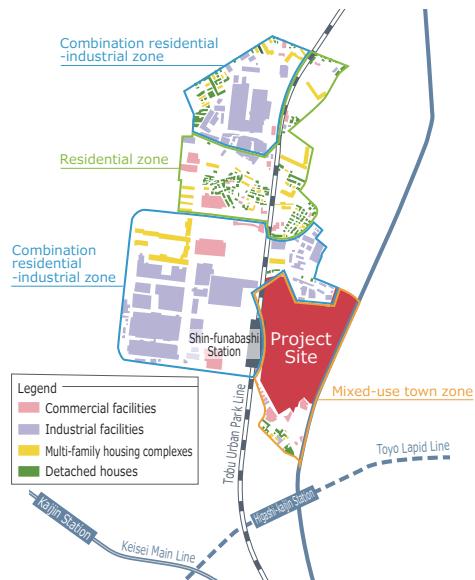
Funabashi City's vision of town development in regions where Morino City is located is described in the following:

- Funabashi City Urban Development Master Plan
- "Yamate District Town Development" (brochure)

The Houten District, where Morino City is located, is considered to be "a town where residential, agricultural, and industrial areas co-exist in harmony amidst a rich natural environment blessed with lush farmland." In addition, the Shin-Funabashi Station East Zone is designated as a mixed-use town zone. An urban development policy is established for this zone with the goal of supplying housing that accommodates the lifestyles of different age groups, offering livelihood support services, and developing infrastructure essential for community development.

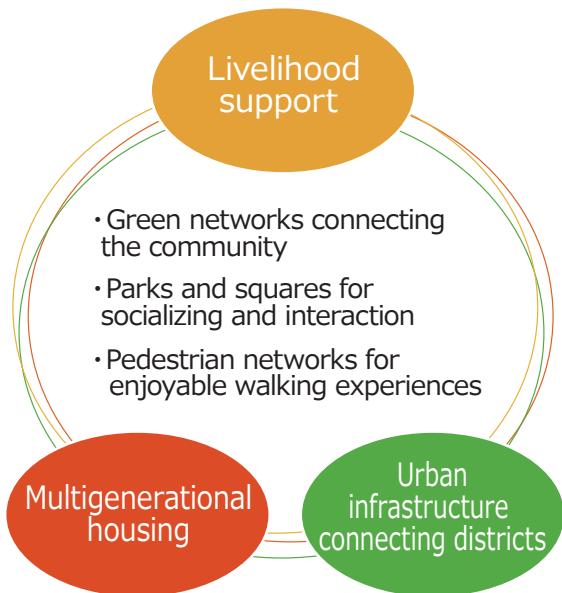
### Funabashi City Urban Development Master Plan

Conceptual image of the town blocks development plan  
Source: "Yamate District Town Development" brochure (Funabashi City)



### "Yamate District Town Development" (brochure)

Source: "Yamate District Town Development" brochure (Funabashi City)

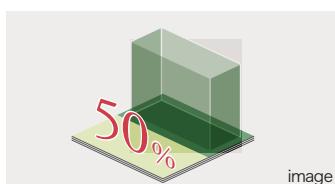


## District development plan

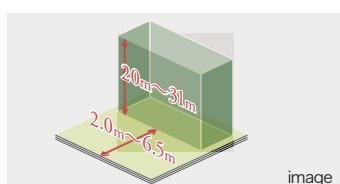
In 2011, Funabashi City formulated the Development Plan for the Yamate District Shin-funabashi Station East Zone to protect the living environment for future generations. The plan made it possible to create an open, beautiful town and preserve it into the future.



The project site was divided into five districts to attract a diverse range of facilities.



The building-land ratio for the residential district and the mixed-use district is restricted to 50% to secure sufficient open space in the town.



An open street view is ensured by capping the maximum building height at 31 m and setting back the wall surface line by 2.0 to 6.5 m.



Warm and soothing color tones unify the building exteriors of Morino City.

### < Project History >

2001	Funabashi City announced its Urban Development Master Plan.
2007	Funabashi City began conducting a survey concerning "Yamate District Town Development," with the aim of developing a mixed-use town with an attractive streetscape.
2010 Oct	Project owners acquired the project site.
2011 Jul	Funabashi City finalized the Development Plan for the Yamate District Shin-Funabashi Station East Zone.
Aug	Construction of PROUD Funabashi Blocks 1 and 2 began.
2012 Apr	Aeon Mall Funabashi opened.
2013 Feb	The Morino City Community Building Association was established.
Mar	The town was officially named "Funabashi Morino City." Residents began moving into Blocks 1 and 2.
Apr	Aeon Town ShinFunabashi opened.
May	Funabashi General Hospital opened.
Oct	Residents began moving into Blocks 3 and 5.
2014 Jul	Residents began moving into Block 4.