

CONSOLIDATED RENTAL CAR FACILITY

DFS Galleria - Okinawa, Japan

A private developer needed to plan and develop a consolidated rental car facility in conjunction with a duty free shopping center in Naha, Okinawa. Okinawa is a major tourist destination for Japanese tourists from the main land. The business concept is to entice the rental car patrons to shop in the duty free shopping center while they are waiting for their rental car. This unique facility is located on a recently developed monorail line extending from the airport to the outskirts of Naha.

Albersman & Armstrong, Ltd. was retained by RTKL Associates in Los Angeles to lead the planning and design of rental car ready / return parking, vehicle storage and service centers. Services included traveling to Okinawa in the summer of 2003 to gather data on the existing rental car facilities and meet with the rental car industry to better understand their needs and requirements.

The challenges of this project were many, including language and cultural differences, space limitations and convincing a conservative Japanese rental car industry to radically change their approach to the rental car business. The project required the consultant to rethink many of the accepted practices for comparable facilities in the United States then reinterpret them to accommodate the constraints of this unique facility in Okinawa. The schematic design for the facility was completed in December of 2003. The project is now complete and open for business.



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