A scenic view of a traditional Japanese coastal village. The foreground shows a body of blue water with a small orange buoy. The middle ground features a row of traditional wooden houses with various roof styles, including dark grey, red, and green. The background is a lush, green forested hillside under a clear blue sky.

# Development of World-Class Landscapes/Townscapes of Beauty in Japan

Townscape development and its impact in the  
47 prefectures across Japan

March 2018

Landscape, History and Cultural Environment Office  
Parks, Green Spaces and Landscape Division, City Bureau  
Ministry of Land, Infrastructure, Transport and Tourism

# Introduction

There are many beautiful landscapes across Japan. Some were formed through nature, while others were formed as part of people's lives and livelihoods and are being conserved or restored through efforts made by many, including local citizens, businesses and governments.

This document summarizes the beautiful landscapes in the 47 prefectures across Japan, the efforts made to maintain them, as well as the impact of these efforts, such as revitalization of the area and increase in the number of tourists.

We hope that this document will support you in various ways by: deepening your understanding on how the landscapes across Japan have become what they are today; inspiring you to visit these towns with the beautiful photos; and serving as a point of reference for development of your own community.

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# 1. Otaru, Hokkaido

# Creation of a new linear landscape and enhancement of the nightscape in Otaru [Otaru, Hokkaido]

- ❑ Otaru first became how it is today when land was reclaimed in Ironai and Temiya in 1889 and stone-built warehouses were built along the canal. In the years that followed at the turn of the century, many bank buildings were also built as major financial institutions across Japan began operating in Otaru.
- ❑ Conservation and utilization of these buildings, which are important elements in Otaru's landscape, have contributed to the increase in the number of tourists.

## Creation of a linear landscape that represents Otaru

- During a rezoning project from 1994 to 2004, power lines at Chuo-dori, a main road extending from Otaru Station, were moved underground. Later, a station-front redevelopment project removed billboards and a footbridge, which were obstructing the view at Chuo-dori.
- These created a linear landscape at Chuo-dori that represents Otaru, with a view of the sea and port from JR Otaru Station and a view of the mountains and JR Otaru Station from the area near the sea.



Billboards removed



Footbridge removed

### (Removal of the footbridge)

- Since 2003, there had been requests from the citizens to remove the footbridge that was obstructing the view. In 2006, during the planning phase of the Otaru Station-front redevelopment, meetings were held with the local neighborhood and merchants' associations, and an agreement was reached for the removal.
- Discussions with the road administrator, i.e. the Hokkaido Government, and Otaru Police Station started in 2006. The Hokkaido Government removed the footbridge in 2008.

## Conservation of historic buildings

- Buildings registered/designated based on the municipal ordinance are provided with technical assistance and referrals for financing. Costs for exterior conservation works are also partly subsidized.



Restoration of Former Motosaburo Kaneko Store

### <Historic buildings registered/designated based on city ordinance>

- Registered: Buildings whose external view is to be preserved as much as possible
- Designated: Of the registered landmarks, those that are considered to have particular importance

### <Overview of subsidies/assistance>

Type		Registered	Designated
Subsidies	Subsidy rate	Within 1/3 of applicable costs	
	Maximum amount	3 million yen	6 million yen
Referrals for financing		Otaru City refers the buildings to financial institutions for loans for part or all of the unsubsidized amount	

## Enhancement of the nightscape

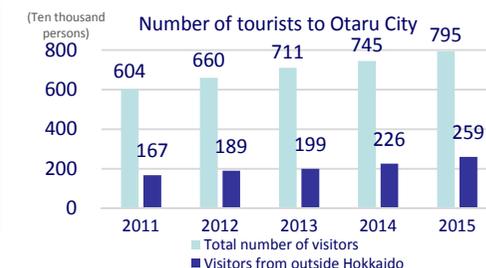
- Otaru Snow Light Path Festival is held with snow candles and art works lining the snow-covered streets.



Otaru Snow Light Path Festival

The event is hosted by an organizing committee with support from the citizens, local shopping districts, neighborhood associations, businesses, schools and volunteers. Snow candles and art works are set up at the Temiya Line venue, while candles are floated on the Canal venue, creating a dramatic nightscape.

## Impact of the efforts





## 2. Hirosaki, Aomori

# Relocation of historic buildings to highlight Mt. Iwaki [Hirosaki, Aomori]

- Hirosaki City, located at the foot of Mt. Iwaki, still retains its original town layout created in the feudal period. Multilayered historic buildings from different periods remain in the castle town surrounding Hirosaki Castle, including shrines, temples, samurai residences, and western style buildings built during the Meiji and Taisho periods.
- Conservation and utilization of these characteristic landscapes has shown positive impacts such as higher satisfaction levels of the citizens regarding the landscape.

## Disassembly/preservation/restoration of historic buildings

- The old Sasamori family residence located in Nakacho, an Important Preservation District for Groups of Traditional Buildings, was donated by the owner in 1995 (land not included). The residence was assessed to have high value, and was disassembled and kept by Hirosaki City.
- When a site for relocation was found, the residence was restored and was opened to the public. Because it was a very rare example of a smaller samurai residence still in existence in Japan today, it was designated as an Important Cultural Property in 2016.



The old Sasamori family residence

## Restoration of historic landscapes

- Undergrounding of power poles in the Important Preservation Districts for Groups of Traditional Buildings made the road more in harmony with the historic buildings such as samurai residences.



<Development works>  
 • Undergrounding using utility tunnels  
 • Cobblestone-like pavement and installation of ditches for removal of snow  
 <Length of development works> L=1,610 m

## Utilization of historic buildings

- A historic building near Hirosaki Park now houses a café.



Utilizing a Registered Tangible Cultural Property as a café

The city invited ideas from the public on what the historic landmark could be used for. The idea to have a café was selected and now this has become a popular spot where people can enjoy a relaxing time in a historic building.

## Removal of objects that obstruct the view to Mt. Iwaki

- In order to secure the view to Mt. Iwaki, the symbol of Hirosaki, the street lights on the bridge were removed.

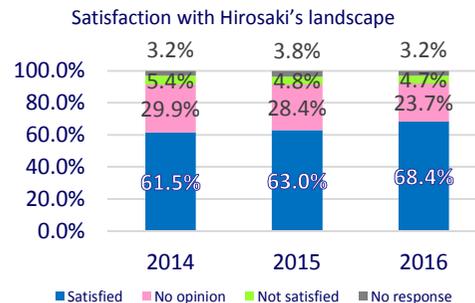


Based on the opinions from the citizens, street lights on the bridge were relocated in order to secure the view to Mt. Iwaki. The remaining lights were also adjusted to be more brighter to compensate for the relocation.



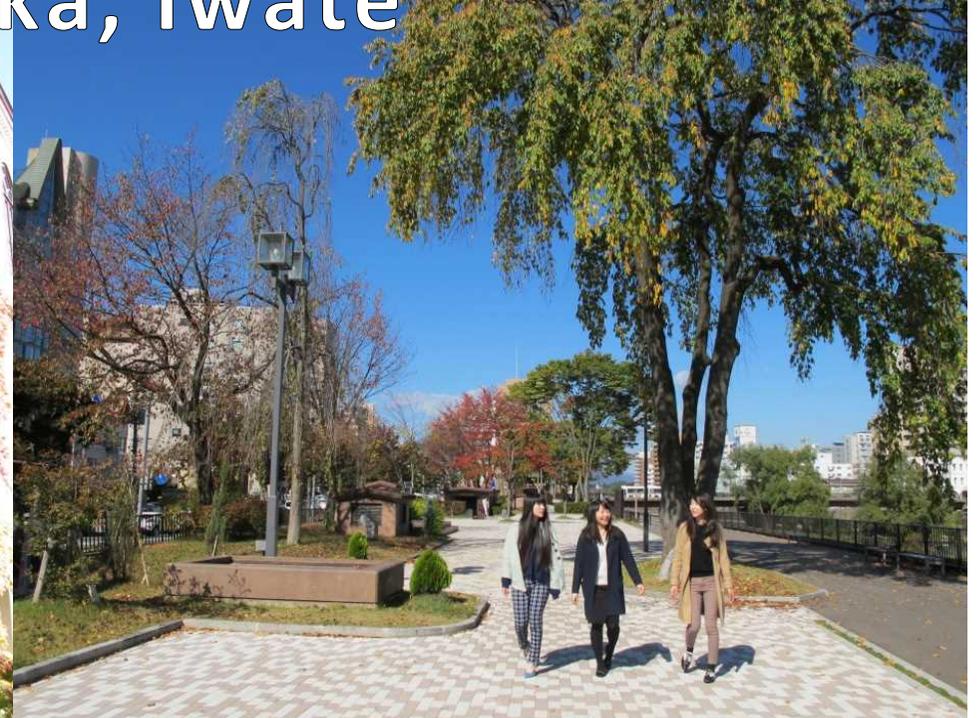
A billboard was removed with cooperation from the advertiser.

## Impact of the efforts





### 3. Morioka, Iwate



# Development of tourist attractions using a set of vacant brewery buildings [Morioka, Iwate]

- ❑ The Daijiji district in Morioka (including Minami-odori 2 & 3-chome, Daijiji-cho, Nataya-cho, Mikoda-cho, Chabatake 2-chome) developed as a castle town during the Edo period, and retains a charming historic townscape to this day.
- ❑ Utilization of the townscape as a tourism resource and rendition of traditional scenes by the local community has contributed to the increase in the number of tourists.

## Morioka Machiya Monogatari Museum creating a new use for vacant old brewery buildings

- Four buildings at Iwategawa Sake Brewery's former brewery site in Nataya-cho, including the main building, storehouse, and two brewery buildings, Hamatono Sakagura (designated as cultural property by the city) and Taishogura, were renovated. Together with a multi-purpose plaza forming part of the premises, they are now a site for communicating the attractive features of the district, Morioka Machiya Monogatari Museum.
- The buildings are used as an information center, resting spot, and event spaces for exhibitions and sales events, creating a new visitor attraction.



Renovation of Hamatono Sakagura



Morioka Machiya Monogatari Museum



Hamatono Sakagura (meeting room)

Taishogura (shopping floor)

The wide spaces offered by the former brewery buildings are converted and given a new life, including a meeting room with a stage, a shopping floor that recreates the atmosphere of the old days of bustling Morioka, and a permanent exhibition of the traditional sake brewing process with old photos and tools on display.

## Renovation of historic buildings

- Subsidies are provided for renovation of historic buildings which contributes to the conservation and/or utilization of the historic townscape.



Traditional townhouses in Morioka

<Overview of subsidies>

- ❑ Subsidy rate: 1/2
- ❑ Maximum amount – 3 million yen if open to the public, 2 million yen if not
- \* Special consideration will be given to the maximum amount if the historic building is to be open to the public for 5 years or more after the renovation work is done.

## Nightscape created by the local community

- Nocturnal townscape is created by the traditional events held in the local community.



Mukae-bi/Okuri-bi

Welcoming and sending off ancestors with fire has continued since ancient times as part of the Obon tradition. As it becomes dark, not only the traditional townhouses but most households in Nataya-cho all light fires under the eaves of their homes.

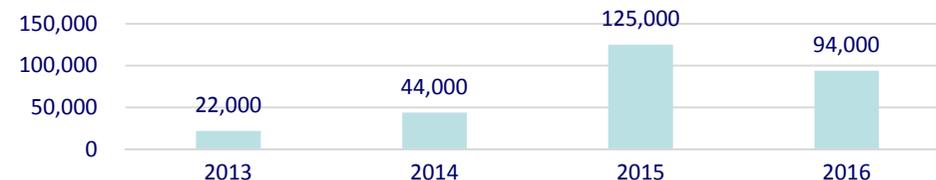


Morioka Funekko Nagashi Festival

This festival is designated by Morioka City as an Intangible Folk Cultural Property. In the evening, boats decorated with lanterns and offerings are taken to the Kitakami River and set on fire. Together with Toro Nagashi, the tradition of setting lanterns afloat on the river, this is done to send off the spirits of the ancestors and to pray for good health.

## Impact of the efforts

Annual number of visitors to the Daijiji district (persons)



## 4. Tome, Miyagi



# Development featuring the merchant and samurai houses adding character to each townscape [Tome, Miyagi]

- ❑ Teraike district in Tome has western-style buildings such as the former Tome Elementary School Building (Education Museum) which is a nationally designated Important Cultural Property, and the former Tome Police Station (Police Museum). These give a glimpse into the westernization that took place in the early Meiji period. There are also samurai residences, merchant houses and earthen storehouses from the feudal period.
- ❑ Concerted efforts between the citizens and government to preserve the historic townscape have led to the increase in the number of tourists.

## Townscape development featuring local characteristics

- There are districts with distinctive townscapes such as the merchant house district or the samurai residence district. These are separated into different landscape planning areas to promote a townscape that features their characteristics.

### 【Merchant house district】

Western-style buildings and Kurazukuri-style merchant houses are found across the area, creating a townscape that is reminiscent of the days when this was a bustling center of rice trade with the river boats travelling on the Kitakami River.



Former Tome Elementary School  
(Built in 1889)



Former Tome Police Station  
(Built in 1888)

### 【Samurai residence district】

Once prosperous as Sendai Date clan's castle town, the white walls of the samurai residences give an air of refined elegance to the townscape.



Samurai residence district in winter

## Study groups by local residents and government

- Study group sessions are held to raise the interest in townscape development, as well as to gain knowledge on the local landscape and the protection and utilization of cultural properties. Miyagi Landscape Advisors are invited to hold study group sessions with participation from the local residents and government.



Study group session

## Building repair and maintenance subsidies

- The repair and maintenance costs for the buildings that form part of the townscape are partly subsidized.



Private residence (after repair)



Restaurant (after repair)

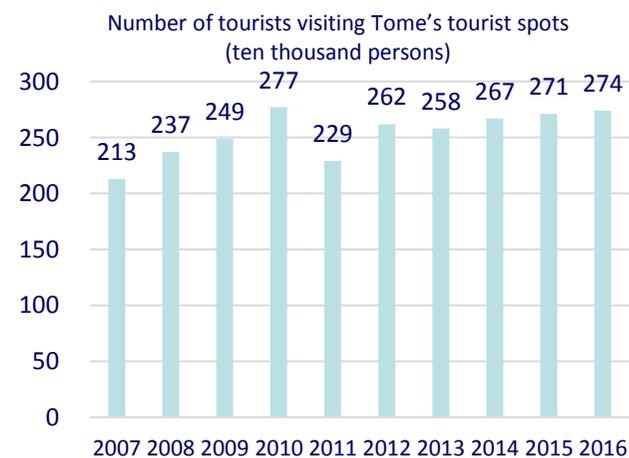


White walls (after repair)

### <Overview of the subsidy program>

- Subsidy granted for: New construction/rebuilding of private residence, maintenance of outer structure including gates/walls
- Subsidy rate: The lower of 1/2 of the amount or the amount of subsidy defined for each type of repair
- Number of subsidies granted: 22 cases (2007–2016)

## Impact of the efforts





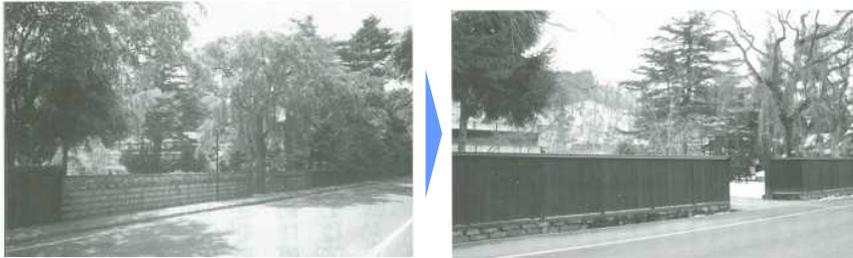
5. Senboku, Akita

# Landscape development and promotion of tourism in Kakunodate, “the little Kyoto of Michinoku” [Senboku, Akita]

- ❑ Kakunodate in Senboku is a district that still gives the feel of the old feudal days with its thick clumps of trees and dignified mansions, creating an ambience across town befitting its nickname of “the little Kyoto of Michinoku”.
- ❑ Efforts for development of landscape including the surrounding area to utilize this historic townscape as a tourism resource have led to the increase in the number of tourists.

## Façade repair at the samurai residence district

- Thick clumps of weeping cherry and fir trees grow along the traditional black wooden walls of the old samurai residences lining the street, creating a particularly special landscape among those of the Important Preservation Districts for Groups of Traditional Buildings.
- The black wooden walls were repaired to restore the former look of the old samurai residence district.



Restoration of the samurai residences by repairing the traditional black wooden walls



The samurai residence district with its weeping cherry trees and colorful autumn leaves along the traditional black wooden walls

## Urban road development and creation of a harmonious landscape along the road based on the landscape agreement

- When the Yokomachi Line, a road under the urban development plan at the entrance of the samurai residence district was widened, development was also carried out to maintain the townscape of traditional Kakunodate, including undergrounding, installation of artistic street lamps, and pavement using fieldstone called Ogaishi, quarried locally in the prefecture.
- This project led to local stores and businesses signing an agreement based on Kakunodate’s ordinance on historic landscape to unify the design of the buildings so that they all have a traditional townhouse look.



Sidewalks were built so that the weeping cherry trees along the road, nationally designated as a Natural Monument, was not cut down but became part of the walkway

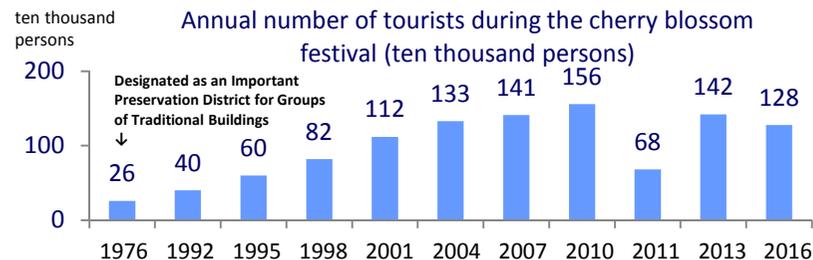


A harmonious townscape based on the agreement

### <Summary of the landscape agreement>

- ❑ Buildings shall not be used for stores and residences, not for purposes that may corrupt public morals.
- ❑ Buildings shall have as much setback as possible from the road to ensure a plenty of pedestrian space.
- ❑ The basic color tone of the buildings shall be white, gray, black and brown, giving a gentle and calm feel.
- ❑ Billboards shall be designed so that they are harmonious with the landscape.

## Impact of the efforts



Hotels and stores have moved into the area along the Yokomachi Line, generating investment from the private sector.



Hotel



Convenience store



Local bank



## 6. Yamagata, Yamagata



# Enrichment and liveliness created through utilization of historic resources in the city center [Yamagata, Yamagata]

- Many western-style buildings were built in Yamagata City, which became the capital of Yamagata Prefecture after the Meiji Restoration, and because it was little affected by war, there are a number of historic buildings still standing today, including the storehouses and town houses built during the Taisho and Showa periods.
- Along with the utilization of these buildings, a former canal was redeveloped to form a waterside space to create a lively area.

## Restoration of Gotenzeki and revitalization through public-private partnership

- Gotenzeki, a weir built 400 years ago to secure water for domestic/agricultural use and later moved underground, was restored. At the same time, a promenade and retro-looking commercial facility were built together along the canal as part of the project.
- A council consisting of the government, land owners, and the private sector was organized to plan the details for development of a hub for revitalization in Nanokamachi. The project work was appropriately divided to be carried out by the local government and the private sector.



Gotenzeki restored



Commercial facility (left) built as part of the restoration of Gotenzeki (right)

### 【Division of roles between local government and the private sector】 (Government)

- Renovation of the Gotenzeki which had been moved underground
- Set back buildings from the road to build a stone-paved promenade

### (Private sector)

- Construction of a commercial facility in a traditional townhouse style to create a space in harmony with the weir

### 【Organization of the Council】

The Council was organized in 2008 to discuss development policies for area under the Gotenzeki redevelopment project.

## Utilization of former elementary school and other historic buildings

- Historic buildings, including a former elementary school and a private residence, were renovated to be utilized as community centers.



Former elementary school renovated and used as a community center

The Prefecture's first elementary school built with reinforced concrete was renovated to become a community center with event spaces, a mini-theater, and a gallery space.

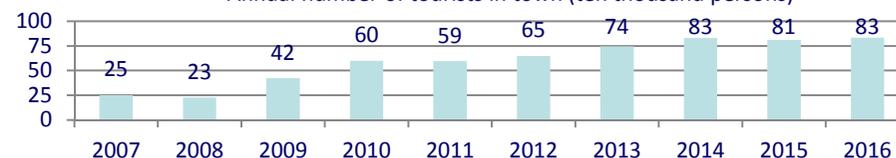


Yamagata Marugoto-kan Beni-no-kura

A former safflower merchant's residence was renovated to become a facility where people can experience Yamagata's local products and food culture.

## Impact of the efforts

Annual number of tourists in town (ten thousand persons)





# 7. Shirakawa, Fukushima



# Townscape development and revitalization of Shirakawa, a castle town

## [Shirakawa, Fukushima]

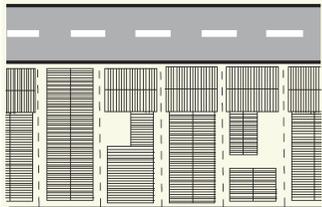
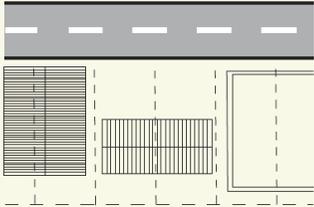
- There are historic tourism resources in central Shirakawa, such as the three-story tower at the Komine Castle remains, which is the symbol of the city, and JR Shirakawa Station known for its stained glass windows and red brick roof. The area that was a merchant town along the Oshu Kaido road (present National Route 294) is still divided into strips as was customary in the old days, has winding streets at the town borders, and is home to many traditional merchant houses and storehouses.
- Maintenance of the streets and conservation/creation of a historic townscape under rules developed by the local residents have led to an increase in the number of tourists.

### Agreement on townscape development initiated by local residents

- The local residents organized a council to ensure proper townscape development in the area, and signed an agreement defining standards on the structure and designs of the buildings. Currently, the agreement has been signed in four districts, and has been recognized by the city based on a municipal ordinance.

(Example) Shirakawa Monzen-dori Townscape Development Agreement

Restriction on building layout

○ Building layout must maintain the historic strips of land

✗ Building layout must avoid crossing over the the historic strips of land

Restriction on wall design




○ Façade facing the street must have an open feel, providing a look into the building, such as wooden lattice doors

✗ Shutter doors that give a closed off feeling must be avoided

### Support for the conclusion of an agreement on townscape development

- Subsidies to support activities necessary for conclusion of an agreement on townscape development, such as research, study group meetings, planning and management of workshops, publication and distribution of informational magazines, and visits/trainings.



Study group meeting

### Townscape development based on the agreement

- Based on the agreement on townscape development, buildings were furnished with tiled roofs and lattice doors as part of developing the townscape along the Oshu Kaido road. Wooden door/window fittings were also installed on the façade, and greenery was planted to maintain the historic landscape.
- When the city officially recognizes an agreement, it supports the district by providing subsidies for renovation of the building and its surroundings.



Renovation of the building exterior (Liquor store)



Renovation of the surroundings of the building (Clothes store)

- Overview of the subsidy program
  - Renovation of the building exterior: Subsidy rate 1/2, up to 800,000 yen
  - Renovation of surroundings: Subsidy rate 1/2, up to 300,000 yen
- Number of subsidies granted: 23 cases in 2012–2017

### Events near the station

- Various events are held in the space near the station to revitalize the area.



"Gotochi Kyara Kodomo Yume Festa in Shirakawa"



Shirakawa Seki Festival

- Dance parade at the Shirakawa Seki Festival was revived after the Great East Japan Earthquake for revitalization of the area. There is participation from the prefecture, city, and local residents.

### Impact of the efforts



A scenic photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. In the foreground, waves are crashing over dark, rocky terrain, creating white foam. On a small, rocky island in the middle ground, a traditional Japanese torii gate stands prominently. The sky is a clear, deep blue. The overall mood is serene and majestic.

## 8. Oarai, Ibaraki

# Town development merging anime with reality [Oarai, Ibaraki]

- ❑ The shopping district at the heart of Oarai developed as the economic center of the town, and its townscape still has the feel of the Showa period.
- ❑ In recent years, as an anime series set in Oarai began to air on television, the shops in the district started united efforts to develop their town, which has led to an increase in the number of tourists.

## Reproducing the anime scene at the actual location

- An event that happened in the anime which faithfully depicts the townscape of Oarai is reproduced at the actual location of the scene.



Bombardment scene in the anime



The hotel bombed in the anime reproduced the damage

## Ad-wrapped cars/buses in service

- Train/bus companies wrapped their cars/buses for operation in the town and for routes going in and out of the town to add excitement to the entire area.



Ad-wrapped rail car



Ad-wrapped bus

## Promotion of interactions with tourists

- The shopping district has worked on various initiatives, including setting up panels and holding stamp rally events to add drama to the townscape. By using the power of the story to bring out the appeal of the town and having the visitors interact with the local residents, they have fostered new "Oarai fans" which has resulted in revitalization of Oarai.

### 【Various events】

Events include walks to find panels of the anime characters (56 in total), quiz rally, and stamp rally.



Life-size panels of a character and the shop owner



Shopping district lively with visitors to an event

### 【Tie up with Oarai Anko Festival】

A talk show was held at the festival with the main cast of the anime to communicate the appeal of the anime and Oarai to the visitors.



Main cast of the anime



Angler fish cutting

A demonstration of cutting a hanged angler fish and sales of gourmet food

## Impact of the efforts





## 9. Tochigi, Tochigi

# Revival of the “Town of Storehouses” that started from the local citizens’ beautification activities [Tochigi, Tochigi]

- ❑ Tochigi, known as the Town of Storehouses, developed as a post town on the Nikko Reiheishi Kaido road and a commerce center for river transport on the Uzuma River since the Edo period. Today, many Kurazukuri-style buildings, mainly Misegura (used as stores/residences) and Dozo (earthen storehouses), remain in the area, creating a historic townscape.
- ❑ Conservation of such historic townscape and the environmental recovery of the river have contributed to an increase in the number of tourists.

## Recovery and utilization of the Uzuma River through beautification projects with the local residents

- The Uzuma River, running through the city, once had the second worst water quality among the rivers in Japan. Since 1980, cleanup days have been organized three times a year together with local community associations, cleaning and reviving the river.
- In order to utilize the Uzuma River as a tourism resource, a stroll route passing by historic buildings along the river has been developed, and an NPO now runs boat cruises on the river.



Beautification activity with local residents



Stroll route  
(Granite stones and artificial trees used to blend in with the earthen warehouses and old houses)



Koinobori on the Uzuma River



River boat cruise runs every day

## Removal of the arcade and renovating building exteriors

- In order to revive the townscape, a footbridge and a 900-meter arcade was removed and the utility lines were moved underground.
- Renovation standards were defined and building exteriors were modified based on the standards to promote the creation of a harmonious townscape.



\*Building exterior renovation: 112 buildings in total (1990-2016) \*Renovation standards: As a general rule, walls shall be black or white; arcades shall be removed, etc.

## Vacant storehouse used as a central tourism facility

- Vacant storehouses along the main street were renovated as the tourist information center, museum, and café.



KuranoMachi Kankokan  
(renovated in 1997)



Kuranomachi museum  
(renovated in 2002)



Café Parlor Tochigi  
(renovated in 2016)

## Impact of the efforts





# 10. Kusatsu, Gumma

# Hot spring town creates additional value to delight the tourists [Kusatsu, Gumma]

- Many bathhouses were built in the town of Kusatsu during the Edo period. These bathhouses surrounded Yubatake (hot water field), which is the symbol of this area, and lodgings were built around these bathhouses, forming the town.
- Initiatives leveraging these local resources (hot spring facilities) have led to an increase in the number of tourists.

## Three new attractions in Kusatsu

- 3 new sites were created in the locations adjacent to Yubatake, formerly used for purposes such as parking lots, to enhance the charm of Kusatsu.

Restoration of Gozanoyu: a legendary bathhouse closed in the Meiji period

First, the retaining walls were reinforced and renovation work was carried out, then the power lines were moved underground to the utility tunnels. The building was recreated with Kusatsu's traditional shingled gable roof. Visitors can also experience Toji (therapeutic bathing) at the public bath.



Yuji Hiroba plaza: transforming Yubatake into a theater

This is a multi-purpose plaza with a wooden corridor and stone-paved steps, where visitors can enjoy strolling in Yukata (casual summer kimono). Visitors can sit on the steps and gaze at Yubatake. The entire space can also be used as a venue for events.



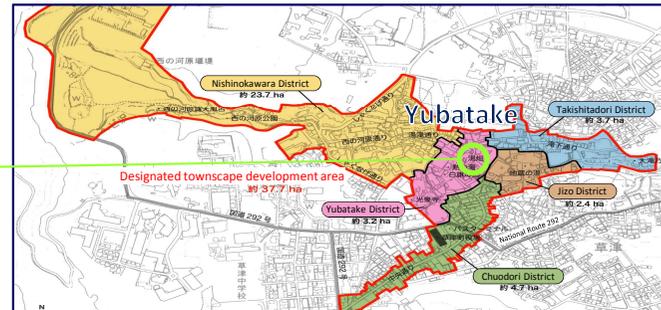
Restoration of Atsunoyu: passing on the tradition of Yumomi and reviving the center of entertainment

The new Atsunoyu building has no back side, hiding the AC outdoor units, allowing the surrounding areas to be used as narrow alleyways. Gas lights are installed, reminiscent of the Taisho Roman (romance) culture in the Taisho period.



## Landscaping agreement in 5 districts with access to Yubatake

- In the district containing Yubatake and its surrounding districts, the residents have taken initiative in town development, signing local development agreements in which they have defined their own rules on townscape development.



- Key
- Yubatake District
  - Nishinokawara District
  - Takishitadori District
  - Jizo District
  - Chuodori District

Example of the agreement (Yubatake district)

<Basic principles>

- A very "Japanese" townscape with the feel of an old hot spring town
- Townscape with a touch of nature
- Townscape that highlights the landscape assets
- Materials with a natural feel and calm colors



Takishitadori District



Nishinokawara District

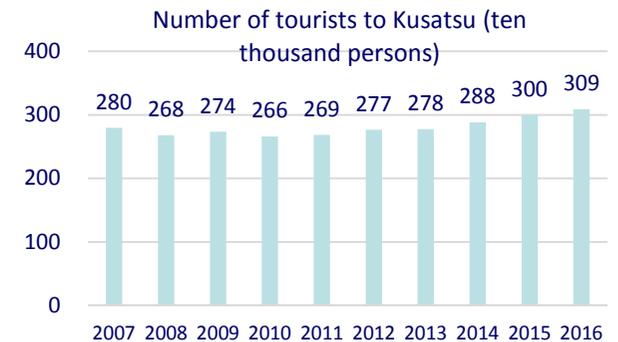
## Lighting effect for the traditional hot spring town

- Light is shone on the steam rolling up from the hot springs throughout the year, so visitors can enjoy a strolling experience unique to Kusatsu.



Light-up at Yubatake

## Impact of the efforts





# 11. Kawagoe, Saitama

# Creation of a townscape with Kurazukuri-style buildings in Kawagoe, “the little Edo”

## [Kawagoe, Saitama]

- ❑ Kawagoe developed as a hub for transporting goods to Edo, and prospered so much that it was called “the little Edo”. The great fire of 1893 destroyed most of the town, but seeing that the buildings that survived the fire were of the traditional Kurazukuri-style, this style became popular among merchants when rebuilding their stores.
- ❑ This is how the townscape with Kurazukuri-style buildings was born. Holistic conservation of this townscape today has led to an increase in the number of tourists visiting the area.

### Carefully crafted subsidy program for the holistic conservation and exterior renovation of historic buildings

- Subsidy programs are set up for buildings in the Important Preservation District for Groups of Traditional Buildings and for Structures of Landscape Importance in order to preserve the many historic buildings to maintain the townscape.

【Buildings in the Important Preservation District for Groups of Traditional Buildings】



The façade of a Kurazukuri-style building using steel sheet was restored to its original look and the walls were repaired with black plaster.



The front of the building was renovated to have a Kurazukuri-style look in order to be in harmony with the surrounding townscape.

Type	Subsidy rate	Maximum
Repair of a designated traditional building	Up to 4/5	16 million yen
New construction, renovation, etc. for buildings following the styles of traditional buildings	Up to 3/5	6 million yen
New construction, renovation, etc. in harmony with the historic atmosphere or that contribute to the townscape	Up to 2/5	3 million yen

Subsidy rates for different type of works (for buildings in the Important Preservation District for Groups of Traditional Buildings)

【Structure of Landscape Importance】



The front of the building was removed to restore its original look.



The dislocated tiles on the heavily damaged rooftop were placed back in position and plasters peeling off from the walls on the second floor and below the eaves were repaired.

Work	Subsidy rate
Exterior work	Lower of the amount up to 3/5 of the work cost or 6 million yen
Exterior work involving structures	Lower of the amount up to 3/5 of the work cost or 0.6 million yen
Fire-proofing work	
Protection against damages by birds and insects	

Subsidy rates for different types of work (for Structures of Landscape Importance)

### Development of the local space through public-private collaboration based on Town Development Rules

- Kawagoe Ichibangai Commercial Cooperative Association organized a townscape committee to create town development rules in order to make use of the city's historic assets, and took the initiative in the development of the townscape.
- The local government carried out redevelopment of the Chuodori street in a holistic manner, moving the power lines underground. Transformer boxes were installed on private property with the cooperation of the local residents so that they do not obstruct the townscape.



Townscape with Kurazukuri-style buildings and the Chuodori street

City: “Integrated working and living environment”, “Greenery close by”  
 Building: “Main rooftops or buildings should be visible”, “Use natural materials, preferably local”

Town development rules (example)

When renovating or rebuilding, the owner, architect, builders must brief the committee. 67 items are reviewed against the rules and the committee provides advice on any deviations found.

### Impact of the efforts

Number of tourists to Kawagoe (ten thousand persons)



A scenic view of a traditional Japanese building complex in Katori, Chiba. The scene features a stone wall, a wooden fence, a canal with a boat, and weeping willow trees. The text "12. Katori, Chiba" is overlaid in the center.

## 12. Katori, Chiba

# Townscape development through collaboration with local residents and students

## [Katori, Chiba]

- ❑ Sawara, which prospered from water transport on the Tone River since the Edo period, still has traditional townhouses, Kurazukuri-style store buildings, and western style buildings from the late Edo to early Showa period. Such traditional townscape can be seen especially along the Katori Kaido road, Onogawa River, and Shimoshinmachidori street.
- ❑ Conservation and utilization of these buildings and development of the town through collaboration with the local community organizations have led to an increase in the number of tourists.

### Renovation of building exteriors

- In order to revive the old townscape, historic buildings were restored by replacing steel walls and roofs with wood board walls and roof tiles, and by removing structures covering the original building.

Renovation of a furniture store



Renovation of stores including a book store



### Utilization of historic buildings

- Former Tokyo Mitsubishi Bank was renovated and is now utilized as a center for community development and tourism.
- Reception, exhibition space, bathrooms were built.
- The building hosts exhibitions by local community groups and provides tourist information.



Former Tokyo Mitsubishi Bank



Exhibition

### Community development through collaboration with local residents and students

- The entire community worked on townscape development, with local communities organizing events and students invited to participate in the development.



University students were invited to present proposals on townscape development. The top proposal was implemented. Photo shows a wooden fence installed along an alleyway.



Antiques fair organized by a local community group

Outside the Important Preservation District for Groups of Traditional Buildings, there was not much visitor traffic and the residents' awareness on townscape development was low.

Antiques fair is held outside of the district to encourage visitor traffic and raise awareness on townscape development.

### Impact of the efforts

