



# 13. Machida, Tokyo

# Townscape development featuring Satoyama and a post town in Tokyo [Machida, Tokyo]

- ❑ Onojimachi in northern Machida was a prosperous post town in the Kamakura period, located on the road connecting the central capital and Fuchu, the capital of the Musashi Province. By the end of the Edo period, about 40 inns lined the road. The steep cliff at the back of the inns prevented the area from being developed for housing, and the bamboo forest has remained to this day, preserving the layout of the inns at the end of the Edo period.
- ❑ Conservation and utilization of a rare Satoyama (traditional village forest) landscape in Tokyo and reproduction of historic roadside landscape led by local citizens have contributed to the increase in the number of visitors to the area.

## Conservation/utilization of Satoyama by local residents

- In 2005, public invitation started for citizens to become supporters of the environmental conservation of Narabai-Yato, where a Satoyama landscape still remains, and conservation activities began under the theme of environmental rehabilitation through traditional farming methods.
- In 2009, the citizen supporters led the move to set up an NPO, which has continued to work on the conservation of Satoyama as a cooperative project.



Activities at Narabai-Yato and its landscape

### <Activities>

- Tending abandoned paddy fields
- Cutting undergrowth in the woods
- Maintenance of the canal and reservoir

## Reproduction of a historic roadside landscape through public-private partnership

- In order to reproduce the historic post town, support was provided to repair the wooden fences of the private homes along the road to create a consistent townscape.
- Canals next to the road were renovated and paved with natural stone. Plant containers were set in the canals to grow seasonal plants pleasing to the eye.



Renovation of canal



Installation of wooden fences



Reproduction of the historic roadside landscape

<Subsidy program for the installation of wooden fences>  
 Subsidy amount (lower of the two)  
 New: 90,000 yen/m or 80% of the costs  
 Repair: 30,000 yen/m or 60% of the costs  
 Work performed: Approximately 300 meters

## Creation of a tourist attraction/relaxing spot

- The main building, Nagayamon gate, and tea processing workshop of a former inn on the inn street were renovated and expanded, taking advantage of their original structure. An earthen storehouse and a Miso storehouse were relocated from another site to create a place with a historic feel that blends in with the local townscape.
- Today this Onoji-juku Satoyama Community and Visitor Center is run by the local residents, serving not only as a place to rest after strolling through the area, but also as a tourist attraction offering venues for various events and exhibitions, as well as enjoyable meals including udon noodles and croquettes using locally produced flour.

Community and Visitor Center (before expansion/renovation)



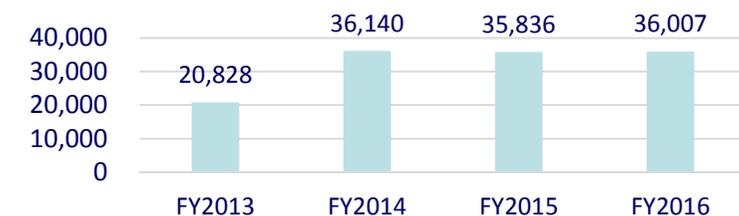
(After expansion/renovation)



The center has a shop where local vegetables are sold. It also holds various events throughout each season.

## Impact of the efforts

Number of visitors to Onoji-juku Satoyama Community and Visitor Center (persons)





# 14. Odawara, Kanagawa



# Face of the city created by clearing the billboards in front of the station [Odawara, Kanagawa]

- ❑ Odawara developed as one of the biggest post town on the Tokaido road during the Edo period, when the foundation of today's city was shaped. With increased convenience of railways and roads, it became more urbanized, developing into one of the core centers of western Kanagawa prefecture.
- ❑ Various initiatives including those to restore the old townscape that had been giving way to urbanization have led to an increase in the satisfaction level of the local residents.

## Improvement with billboards

- The city established a municipal ordinance on billboards, which constitute a major factor in the city landscape, to restrict their colors, shapes and sizes. The city also made individual visits to businesses and set up a subsidy program for early improvement. These efforts led to an improvement in the cityscape in a short amount of time.



Improvement with billboards was seen in a short time for the area in front of JR Odawara Station, the doorway to the city

### 【Overview of initiatives】

- ❑ Municipal ordinance on billboards (Area surrounding Odawara Station)  
Avoid bright colors and use hue and saturation that blend in with the outer walls of the building. Shape and size shall be regulated/guided as appropriate.
- ❑ Subsidy program to promote early improvement  
With the ordinance enacted, the city requested businesses to make improvements regarding their billboards within 10 years, and also implemented a measure to promote early improvement by subsidizing actions taken to improve within 5 months. (1/3 of the costs, up to 0.3 million yen)

## Promotion of greenery

- Greenery is promoted along the road with the cooperation of the local shopping district.



## Renovation of store exteriors

- The exteriors of commercial facilities and stores are renovated to designs that are lively but with a historic feel (in their eaves, overhangs and finishes).
- The city subsidizes part of the renovation costs.



- Installation of awnings and Noren (doorway curtains)
- Renovation of signboards and walls (Kamaboko store)



- Only the storefront renovated (Soba noodle shop)

### Overview of the subsidy program

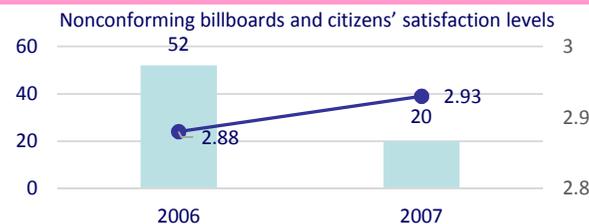
- Subsidies are provided for renovation works for buildings in the priority areas designated in the landscape plan.  
Subsidy rate: Up to 1/3 (until 2016, 1/5) of the costs  
Maximum amount: 1 million yen
- Number of subsidies granted: 53 cases (as of the end of 2017)

## Creation of pocket parks

- Buildings obstructing the view were removed to create pocket parks to offer a place to relax.
- This also gives an open feeling in front of the station.



## Impact of the efforts



Improvements were made for 61% of the nonconforming billboards in the first year after the municipal ordinance took effect. The citizens' satisfaction level on urban development to create an attractive city went up from 2.88 to 2.93 points.

Number of nonconforming billboards

Satisfaction level on community development (average) (right axis)



## 15. Minamiuonuma, Niigata



# Townscape development featuring the architectural style of a snow country [Minamiuonuma, Niigata]

- ❑ The Bokushidori district has developed as a post town along the Mikuni Kaido road and is known for its traditional woven textiles of Echigo-jofu and Shiozawa-tsumugi. It is also one of the most snowy areas in Japan, and the traditional townhouse buildings in the shopping districts along the Mikuni Kaido road have covered arcades for protection from the snow called Gangi.
- ❑ Townscape development featuring the architectural style unique to a snow country has led to positive effects, such as the increase in the number of tourists and higher outside recognition.

## Restoration of Gangi and unifying the appearance of the buildings based on the building agreement

- A street project which included the rebuilding of the shopping district made local residents aware of the importance of the townscape, and led to the development and signing of a building agreement. The buildings in the shopping district were rebuilt to set back from the street and the traditional snow country architecture style of Gangi was restored.



### <Summary of the Building Agreement>

- Building exterior is to be based on a Japanese, historic, snow country, Kaido (historic road) feel.
- Roofs shall have a black or blackish color, with other parts based on white, black and brown.
- 2-meter-wide Gangi shall be installed on the street side, etc.



Building owners each installed Gangi, covering the costs themselves

## Undergrounding and beautification of the streets

- Power lines were also moved underground and streets were beautified to improve the townscape.

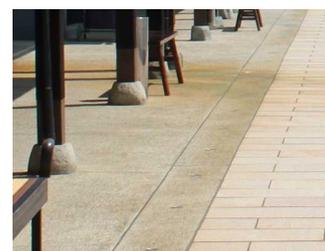
### 【Undergrounding】

Power lines were moved to underground utility tunnels so that the far mountains and the sky form part of the townscape.



### 【Pavement beautification】

Stone pavement was renovated to match with the townscape. Rusty colored stones were used for the curbstone, anticipating discoloration from the groundwater sprayed from the pipes installed to melt snow.



## Extending hospitality

- A private organization holds events in each season, such as displaying privately-owned Hina Ningyo dolls and traditional woven textiles.

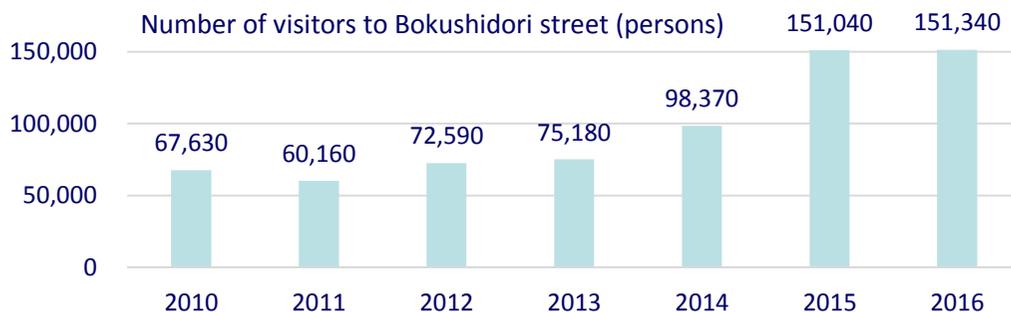


Hina Ningyo dolls no longer in use at home brought out for display



Echigo-jofu and Shiozawa-tsumugi on display

## Impact of the efforts



### 【 Higher outside recognition 】

The townscape received awards, showing higher outside recognition.

- ❑ 2011  
Urban Landscape Grand Prize: Minister of Land, Infrastructure, Transport and Tourism Award (Urban Space Category)
- ❑ 2015  
Asian Urban Landscape Award



16. Nanto, Toyama

八日野

# Townscape development combined with development of traditional handicrafts led by local residents [Nanto, Toyama]

- ❑ The Inami district in Nanto City prospered as a temple town of the ancient Zuisenji Temple dating back more than 600 years, and is still filled with historic buildings retaining the feel of the old days. Townscape development highlights their traditional wood carving, creating a quaint and charming atmosphere.
- ❑ Conservation and restoration of this historic townscape led by local residents has generated positive effects, such as an increase in the number of tourists.

## Renovation of the approach to Zuisenji Temple

- Stone pavement and street lights on Yokamachidori, the approach to Zuisenji Temple, was renovated between 1984 and 1986.
- This renovation gave rise to local awareness on townscape development, and led to development efforts including the creation of the residents' agreements.



Renovation of stone pavement and installation of street lights created a townscape that gives an atmosphere more fitting to the approach to Zuisenji Temple.

## Local agreement on landscape development based on prefectural landscape ordinance

- The city promotes townscape development led by rules defined by the local residents themselves in residents' agreements based on the prefectural landscape ordinance. Such an agreement on townscape development was signed first in Yokamachi in 2005, and then in Kamiaramachi in 2006 and Mikkamachi in 2012.
- The prefectural and city governments offer subsidies for the development of a residents' agreement or for renovation projects after the agreement is signed.

### [Development of residents' agreements]



Meeting to explain about the agreement

#### <Agreement on buildings (Yokamachi)>

- Buildings shall have a consistent design that matches with the townscape. Roofs shall be sloped and use black or gray Japanese Kawara tiles.
- As much as possible, outer walls shall have a black, brown, or white tone.
- Wooden doors and traditional sliding doors shall be utilized.
- Signboards shall be wooden and nameplates shall be wood-carved.

### [Renovation]



Exterior renovation to add wooden lattices



Fixture to hide the outer unit



Installation of a wooden signboard

- <Subsidy program for townscape development>
- Projects for the development, signing, and management of residents' agreements  
Subsidy rate: 2/3 Maximum amount: 400,000 yen
  - Renovation projects by the residents within the area of the residents' agreement  
Subsidy rate: 2/3 Maximum amount: 4 million yen

### [Attractive additions under each residents' agreements]



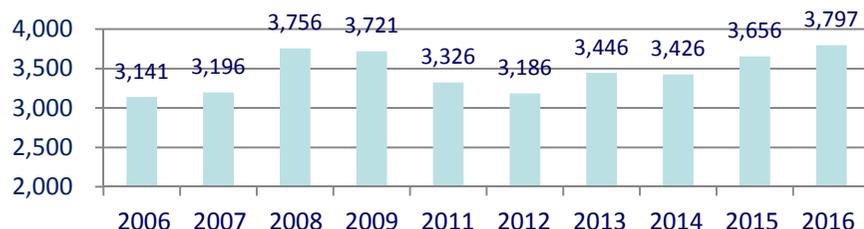
Large-sized Noren curtains installed for each building (Kamiaramachi)



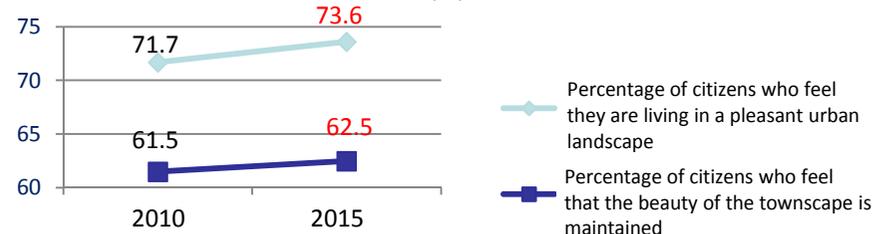
Nameplate shaped like an Andon lamp (Mikkamachi)

## Impact of the efforts

Number of tourists to Nanto City (thousand persons)



Citizen satisfaction level (%)





# 17. Nanao, Ishikawa



# Development of a townscape rich in traditional Onsen atmosphere led by the local community [Nanao, Ishikawa]

- ❑ The Wakura hot springs district in Nanao has a main road running alongside Nanao Bay, a central line running through its townscape lined with stately inns, offering a view to the natural beauty of the calm waters of Nanao Bay.
- ❑ In this district with Gensen Park and Yumoto Plaza at the center of the town, where steam from the hot springs can be felt floating in the air, landscape agreement and other efforts led by local residents to develop a townscape rich in traditional Onsen atmosphere have contributed to an increase in the number of tourists.

## Development of rules to create a traditional Onsen atmosphere

- After the Noto Earthquake in 2007, the number of overnight tourists in the area fell. Businesses and local residents felt a sense of crisis, which led to the local community leading the movement to prioritize the development of a townscape rich in traditional Onsen atmosphere, and the work on creating a landscape agreement started.
- The local residents formed a landscape agreement committee, and worked to reach a consensus with the land owners. In 2014, six years from the launch of the committee, a large-scale landscape agreement encompassing 22 hectares and 209 participants was signed.
- The signing of the agreement was achieved through a public-private partnership, with the landscape agreement committee members (local residents) patiently continuing to work on holding informational meetings and visiting individual homes while the government provided administrative support.

### <Summary of the landscape agreement>

- Exterior of the building (roof tiles, awnings, lattices) shall incorporate Japanese design elements.
  - Walls shall be set back 1.0 m from the boundary with the street.
  - Use warm and calming tones, such as grey, neutral or brown colors.
  - Construction of a new building requires pre-approval from the landscape agreement management committee.
- (Number of approvals from the committee: 4 cases in 2014, 5 cases in 2015, and 7 cases in 2016)



Restaurants with a design based on the agreement

## Integrating billboards

- Tourist information billboards integrated in consideration to the view



## Establishing facilities across town to enjoy the hot springs

- Soyu-kan, a tourist and visitor center with spa facilities and tourist information, is set as the sightseeing hub in the town, and various facilities for enjoying the hot springs are built in the surrounding area.



Events held in front of Soyu-kan



New facilities for foot spa and for drinking hot spring water



Water fountain for hot spring water

Free facilities for foot spa and for drinking hot spring water built in Soyu-kan

Spouts hot spring water for drinking

## Creation of public spaces with a feel of hot springs

- Specially designed fieldstone pavement, street lights resembling Andon lamps, bench and hand spa using the heat from the hot springs were installed.



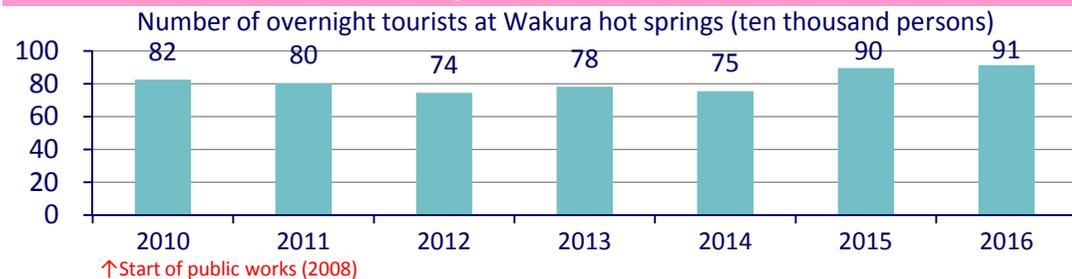
Undergrounding, stone pavement, sidewalks



Street light with a design representing steam rising from the hot springs



## Impact of the efforts





# 18. Sakai, Fukuji



# Town development led by local residents with Mikuni Festival at the center [Sakai, Fukui]

- ❑ Mikuni-minato looking onto the Sea of Japan developed as a logistics hub using water transport on the Kuzuryu River and its tributary Asuwa River.
- ❑ Traditional townscape which developed through trade still remains today, with lattice door townhouses lining the streets and historic buildings giving a glimpse into how the wealthy merchants once lived. Conservation and creation of such townscapes, as well as events organized, have contributed to an upward trend in the number of tourists.

## Townscape development to create an appealing backdrop to the Mikuni Festival

- The route for festival floats during the Mikuni Festival, one of the three major festivals in the Hokuriku region, was paved with stone, and the historic buildings along the street were renovated to add beauty to the townscape.
- Festival is held in the renovated environment, creating a lively and bustling atmosphere.



Stone pavement



Renovation of the festival float storehouse



Mikuni Festival, one of the three major festivals in the Hokuriku region

## Exterior renovation of private houses based on the agreement

- The city and district signed a landscape development agreement for the designated landscape planning area in the Minatomachi district. The city provides subsidies for the exterior renovation of private houses.



### <Summary of the agreement>

- ❑ The height of the building and the position of the walls shall be aligned with adjacent buildings as much as possible. If there is a setback, install a gate/fence.
- ❑ Use calming tones to blend in with the historic townscape and natural environment.
- ❑ The building shall be based on a Japanese style, with a design that takes into consideration the historic landscape, consistency in the townscape, and the visual characteristics of the district and surroundings.

### 【Overview of the subsidy program】

- ❑ Subsidy provided to: Exterior renovation to conform to local agreement
- ❑ Subsidy rate: 1/3 (maximum 1.5 mil yen)
- ❑ Number of subsidized works: 66 cases (as of 2016)

## Utilization of vacant houses

- A local townscape development group is working on the renovation of vacant houses. Their efforts have produced a guest house and literary museum. (2 projects in 2014, 4 projects in 2015)



Pharmacy



Guest house, Tsumesyo Mikuni



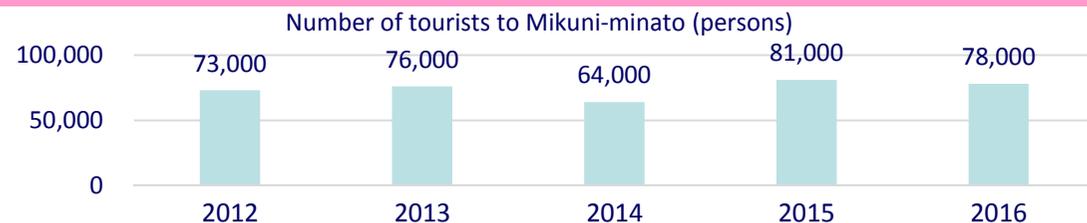
Storehouse



Literary museum, Machinokura

- ❑ The town development group Mikuni Kaisyo, consisting of local residents and private shop owners, works on the renovation of vacant houses with the aim to reinvigorate the local community and create jobs.
- ❑ In order to be eligible for the renovation, there must be a request from the owner and the renovation of the old house or earthen storehouse must contribute to improving the townscape.

## Impact of the efforts





# 19. Koshu, Yamanashi

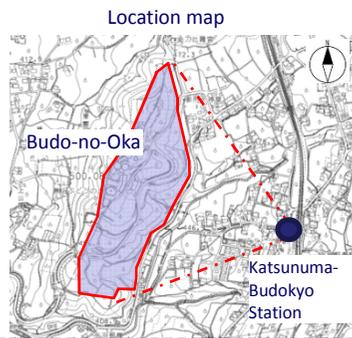


# Beautiful landscape of the land of grapes created through public-private partnership [Koshu, Yamanashi]

- ❑ Katsunuma is where Japan's grape farming and wine making started. It is a region abundant in nature with history and culture spanning 1300 years for grapes and 140 years for wine. A number of vineyards and wineries are found side by side, with modernization monuments such as wineries and cellars from the Meiji period dotted throughout the area.
- ❑ Conservation of the landscape of Budo no Oka and events have raised the awareness of the local residents and businesses, creating a synergistic effect.

## Development of the view of Budo no Oka

- Guard rails were repainted and windbreak/bird nets within the view from Katsunuma-budokyo Station to Budo-no-Oka were replaced.



\*Koshu brown  
A unique color designated by Koshu City, decided through workshops with the citizens to define a color suitable for buildings composing the landscape of the area. It is close to the color of grape stems.

Repainting of guard rails



\*Color: Koshu brown [10YR4/1]



Replacement of windbreak/bird nets



\*Color: Natural color nets [10YR3/1]



## Renovation subsidies

- Subsidies are provided for purchase of natural color nets/sheets and Koshu brown paints.  
(Subsidy rate: 1/2, maximum 30,000 yen)

## Landscape seminars

- The city invites landscape, color and town development specialists to hold seminars.
- Many citizens participate, generating more interest on landscape.

## Footpath tours

- Citizen groups provide guided tours on foot to enjoy Katsunuma's natural landscape.



Citizens of the former Katsunuma town led the efforts to develop a regional revitalization plan and created the Footpath Plan to visit modern industrial heritage and other historic sites while enjoying the view of the vineyards and the basin landscape. In 2007, Katsunuma Footpath no Kai was formed and started to give guided tours for the footpath in Katsunuma.

## Wine tourism

- Private-sector companies organize wine-tasting events where participants tour wineries and have a chance to talk with the wine makers.



Tours held with the cooperation of grape farmers, wineries, restaurants, NPOs, and the government. Participants can make their own tour plan using the bus service that runs a circular route through wineries. More than 2,000 people come to the event, mainly from Tokyo.

## Impact of the efforts

- Awareness of the local residents raised through landscape development and events has promoted voluntary choices for exterior designs that match with Katsunuma's natural landscape when businesses build new plants.





20. Nagano, Nagano

# Townscape development that invites a stroll around Zenkoji Temple [Nagano, Nagano]

- Monzen-machi, the temple town of Zenkoji Temple, was a post town on the Hokkai Wakiokan road. Stores in earthen storehouse-style buildings coated with plaster still remain today. Along the approach to the temple, there are 39 lodgings for pilgrims, maintaining the old townscape to this day.
- Holistic efforts to highlight this townscape and promote walkability has led to a rising trend in the number of pedestrians.

## Renovation of the front approach to give priority to pedestrians and to promote its use

- The front approach to Zenkoji Temple is under the jurisdiction of the prefecture, but as the city had been working on improving walkability, the jurisdiction was transferred to the city after discussions with the prefecture.
- After a pilot program, the width of the car lanes were narrowed to widen the sidewalks, and resting facilities were also installed.
- Large street signs were also removed to make Zenkoji Temple visible from the front approach.
- The car lanes and sidewalks were put on the same level, which created a wide open space that encourages events to be held there.



- Summary of renovation project for the front approach (Chuo-dori)
- Renovation policy
    - Secure wide space for pedestrians
    - Reduction of through-traffic; flexible use of the streets
  - Renovation works
    - Stone pavement
    - Wider sidewalks (4.5→6 m on one side)
    - Put the sidewalks on the same level as the streets/install separations
    - Remove large street signs, etc.



<Restoration of Toro lanterns>

- At the time of renovating the front approach, a town development group asked for donations to restore 48 Toro lanterns that used to exist in the area.
- The group applied for installation of fixtures on the streets, installed the lanterns and donated them to the city.
- This has contributed to a pleasant townscape.



Zenkoji Hanakairo Flower Festival held on the front approach

## Townscape development around the front approach

- Undergrounding and beautification were also done for Honendori and Niomondori streets near the front approach to Zenkoji Temple.



Honendori street



Niomondori street

## Exterior renovation

- In order to restore the historic townscape in the area around Zenkoji Temple, the renovation of buildings to contribute to the townscape is subsidized by the city. (Number of subsidies granted: 44 cases)

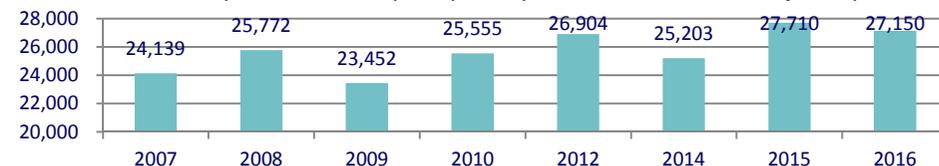


【Overview of subsidies】

- Subsidy rate: 2/3
- Maximum amount
  - Main building, gate, fence/wall: 3 million yen
  - Structures: 2 million yen
  - Design: 0.3 million yen

## Impact of the efforts

Number of pedestrians/bicycles per day at Niomon Gate, Zenkoji Temple





## 21. Nakatsugawa, Gifu

# Townscape development in Nakatsugawa-juku through public-private-academic collaboration [Nakatsugawa, Gifu]

- Nakatsugawa-juku, one of the post towns of the historic Nakasendo road, is known for the “udatsu” on the roof of the buildings, which is a side wall built as a firewall and for decoration. Nakasendo road running through the center of the town still retains the right angle turns at the street corners called “masugata”, well-preserving the townscape of the past.
- Conservation/creation of such characteristic townscape through public-private-academic collaboration has helped the local residents deepen their affection to their town and has raised their awareness on townscape.



Before renovation



After renovation

Comprehensive development including: undergrounding and renovation of buildings for a historic townscape; stone-paved sidewalks for the separation of pedestrians and vehicles; and installation of guide boards to support tourism

## Discovery/research/study on the town's charms and challenges

### Workshops



### Visits to more advanced communities



In addition to the government and local residents, a university also participated in creating the town development policy as the expert in study and research.

## Study and proposal of renovation plans

### Renovation planning work group sessions



A concrete plan was developed based on the research results, with the participation of the city and developers.

## Renovation with the help of subsidies

Consistent townscape developed through renovation by building owners. (Subsidy rate 1/2, maximum 1.5 million yen)



(Number of subsidies granted: 165 cases) (2007 to end of 2017)

## Development works on public facilities (2010 to 2015)

### Undergrounding of power lines



Undergrounding was carried out where the street has masugata corners, to increase the value of the historic townscape.

### Plaza and water space



Built a plaza that can be used as a venue for events and installed bathrooms. The well became a playground for children.

### Street lights



Street lights installed on sidewalks and buildings. Beautiful and safe townscape at night.

## Impact of the efforts

There is a deeper sense of affection and higher awareness on townscape among the local residents



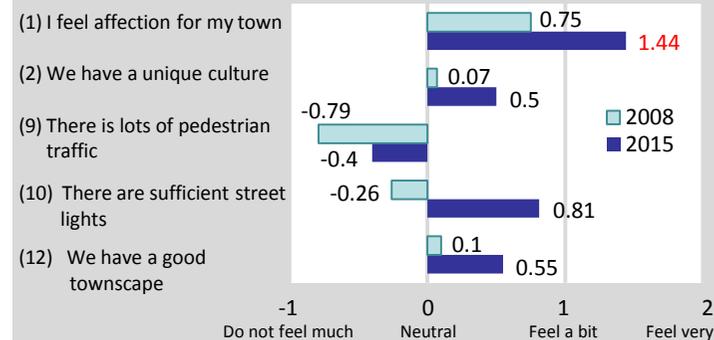
### 【Questionnaire results summary】

- Comparison of the two results show that the points on affection for their local town, pride in their unique culture, feelings on the townscape have increased significantly.
- The completion of the townscape development project has inspired the local residents to engage in various activities in their scenic town.

### 【Events leveraging the completed townscape】

- Yoi-matsuri (summer festival)
- Gionba (traditional performing arts)
- Rokusai-ichi (city market)
- Foreign language courses to greet foreign visitors
- Workshop for planning how to use vacant houses

### Questionnaire on landscape (excerpt) <Comparison between 2008 and 2015>



“Landscape and town development of Nakasendo in Nakatsugawa Honmachi”, written and edited by Naoji Matsumoto, March 2016



# 22. Mishima, Shizuoka



# Townscape development in Mishima highlighting water, greenery and people

## [Mishima, Shizuoka]

- ❑ Mishima, located at the crossroad of the Tokaido road running east to west, the Sano-kaido road extending to the north and the Shimoda-kaido to the south, has traditionally been a busy center of traffic. The city center has the streams of the Genbe River, Hasunuma River and Sakura River as symbols of the spring waters from Mount Fuji, and greenery spreads out from the riverside, making an area rich in nature.
- ❑ Townscape development taking advantage of the local characteristics of being urban while also rich in nature has led to an increase in tourists and visitors.

### Reviving Genbe River through cooperation with the citizens

- Freely discharging domestic wastewater and abandoning waste had damaged the environment of the Genbe River. Since 1996, the citizens, NPOs, government, and private businesses have been working together to revive the river.
- Upstream of the river, whose total length is 1.5 km, a promenade was built in the river using fieldstones. This promenade is also actively used as a route for strolling across the city.
- Promenades were created along other smaller rivers as well, forming a network of pathways along the rivers.



Genbe River is where people can get in touch with nature in the city

### Removal of the arcade and creation of a network of water and green

- Stores and arcades were removed and a plaza was built as part of the adjacent Shirataki Park, to create a green landscape along the prefectural road leading up to Mishima Station.
- A park where Mount Fuji's underground stream springs out was also created to form a network of water and greenery with Rakujuen, a national Natural Monument famous for its scenic beauty, and the shrine Mishima Taisha.

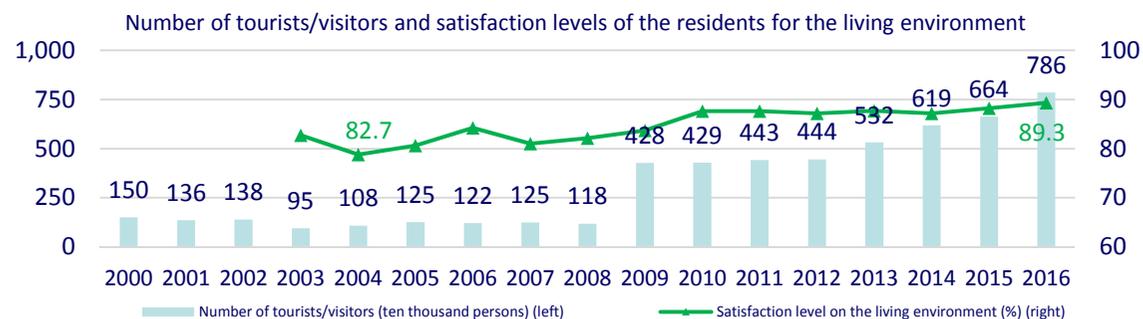


### Street running up to Mishima Taisha's gate turned into a pedestrian-centric street

- The street was designated as a one-way street for cars, and the sidewalks were widened.
- Undergrounding the utility lines created an open pedestrian space.
- Streets are paved in stone with a natural color.
- Speed bumps were installed to secure pedestrian safety.



### Impact of the efforts





## 23. Toyokawa, Aichi

# Industry-government-academia collaboration brings back the bustling Showa period to the Toyokawa Inari shopping street [Toyokawa, Aichi]

□ The town surrounding Toyokawa Inari had developed with a stately atmosphere since the Edo period, with more inns and restaurants opening as the number of visitors to the shrine grew. However, it began to lose its liveliness after reaching its peak in the late 1950s to early 1960s. Efforts to make use of the old buildings that remain across the town, with the local shopping street, university, and government working together to renovate facades and holding events, has led to an increase in the number of tourists.

## Facade renovation through an industry-government-academia collaboration

- The renovation standards for the shop facades were created after a university-government project renovated two buildings to use as a model to research the effects of the renovation, such as where the eyes of the pedestrians are directed and the changes in pedestrian traffic, as part of the effort to revive the bustling atmosphere of the late 1950s to early 1960s when the shopping street was at its peak.
- Each plan for the individual buildings is reviewed by a townscape council consisting of local shop owners and university professors to ensure a high level of effectiveness.
- Facade renovation costs are partly subsidized by the city. (Subsidy rate 1/2, maximum 1.5 million yen)



## Town development through a soft project led by young shop owners

- In order to stop the shopping street from declining further, young shop owners led the organization of the Inari Rakuichi street market with the concept of “a slightly retro other-worldly experience”.
- They took advantage of the good old Showa townscape that still remains around Toyokawa Inari to revitalize the area.

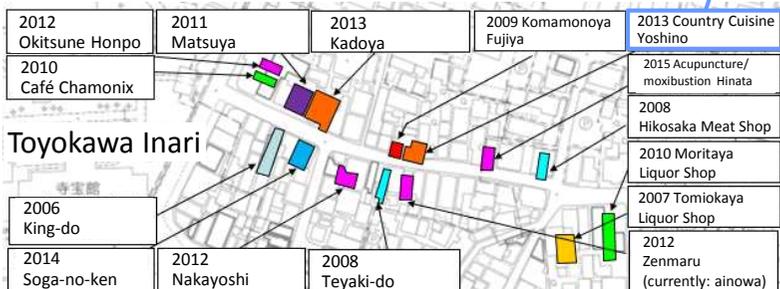


Inari-Rakuichi



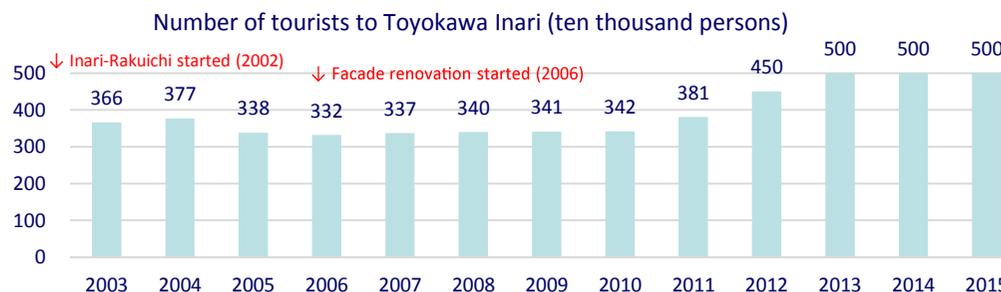
Chindon-ya (traditional street advertising)

Shops held Genki-Nokishita-ichi where they displayed their products at their storefronts and Shinsen-Aomono-ichi selling vegetables freshly picked in the morning, and had Chindon-ya (traditional street advertising) making rounds through the streets. These markets are held once a month, and have already been held over 100 times.



15 shops on the front approach to Toyokawa Inari, extending 211 meters, were renovated (as of 2016)

## Impact of the efforts





24. Ise, Mie



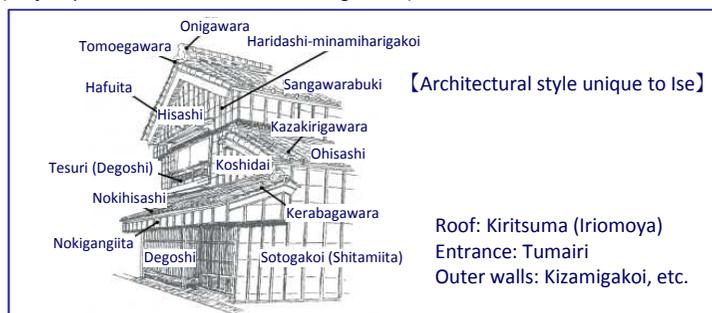
# Townscape development led by the private sector, maintaining tradition while creating anew [Ise, Mie]

- Oharai-machi, which is an 800 meter approach to Naiku, or the Inner Shrine, that extends along the Isuzu River from the Ujibashi bridge, has buildings from the Meiji and later periods, very much retaining an atmosphere of an old shrine town. Because of the belief that it would be disrespectful to have the same Hirairi-style architecture as the homes of the deities, many of the buildings are built in the style of Tsumairi, having entrances on the gabled side, which creates a characteristic townscape.
- Concerted efforts among local residents, government, and businesses, each playing their part in conservation/maintenance activities, have led to an increase in the number of tourists.

## Conservation/restoration of traditional buildings [Residents]

- Standards for the conservation/restoration of traditional buildings were defined based on the architectural style unique in Ise. The city provides low-interest loans to fund any repair or construction work that meets these standards.

(Project period: 1990 to 2009; 15 loans granted)



Townscape after the renovation projects



## Development works at Oharai-machi-dori [Government]

- Oharai-machi-dori was comprehensively renovated before the 61st Shikinen Sengu (shrine rebuilding) to recreate its historic townscape and to provide better convenience for the visitors to the shrine.



Development works included: undergrounding of power lines and stone pavement for beautification

## Townscape development of Okage Yokocho [Business]

- An old established local business built a themed area recreating the townscape of the days when Ise was thriving with people on a pilgrimage called Okage Mairi.



Okage Yokocho street

Typical buildings on the pilgrimage road to Ise during the Edo and Meiji periods were relocated or recreated in an area spanning 13,200 m<sup>2</sup>.

\*Completed in 1993.



Okageza "Shinwa-no-yakata" (myth museum)

The only facility in Okage Yokocho requiring an entrance fee. Visitors can see a video outlining the Japanese mythology and figures made of Japanese washi paper.

## Impact of the efforts

(ten thousand persons)

### Number of visitors to Oharai-machi-dori and Naiku

