

The Creative Town Model:

Towards an Alternative Regional Development Model led by Regenerating Historic Urban Centers

*CIVVIH Scientific Symposium: “Heritage, Driver of Historic Towns
and Urban Landscapes Sustainable Development”*

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Japan ICOMOS

Comparison between Industrial town model and Creative town model

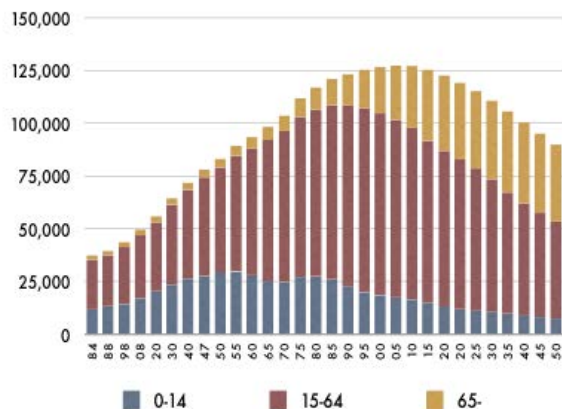
Development Models	Industrial Town Model	Creative Town Model
Philosophy	Efficiency	Creativity
Targeted Industries	Basic Industries	Segment/creative industries
Economic background	Rapid growth phase	Segment/creative phase
Social background	Population increase	Population decrease, aging
Structure	Hierarchical	Network
Function	Distribution/ division	Differentiation
Driving forces	Attraction of companies	Attraction of people and ideas
Methods	Infrastructure investment	Place branding/Local resources investment
Governance	Top down/bottom up	Self organizing

From Kidokoro 2015

Hollowing out the centre: an empty heart

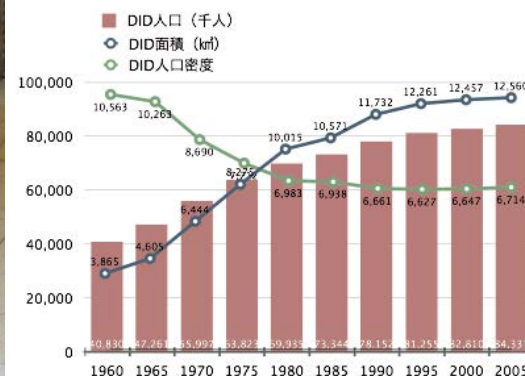


Center of Marugame City, KAGAWA

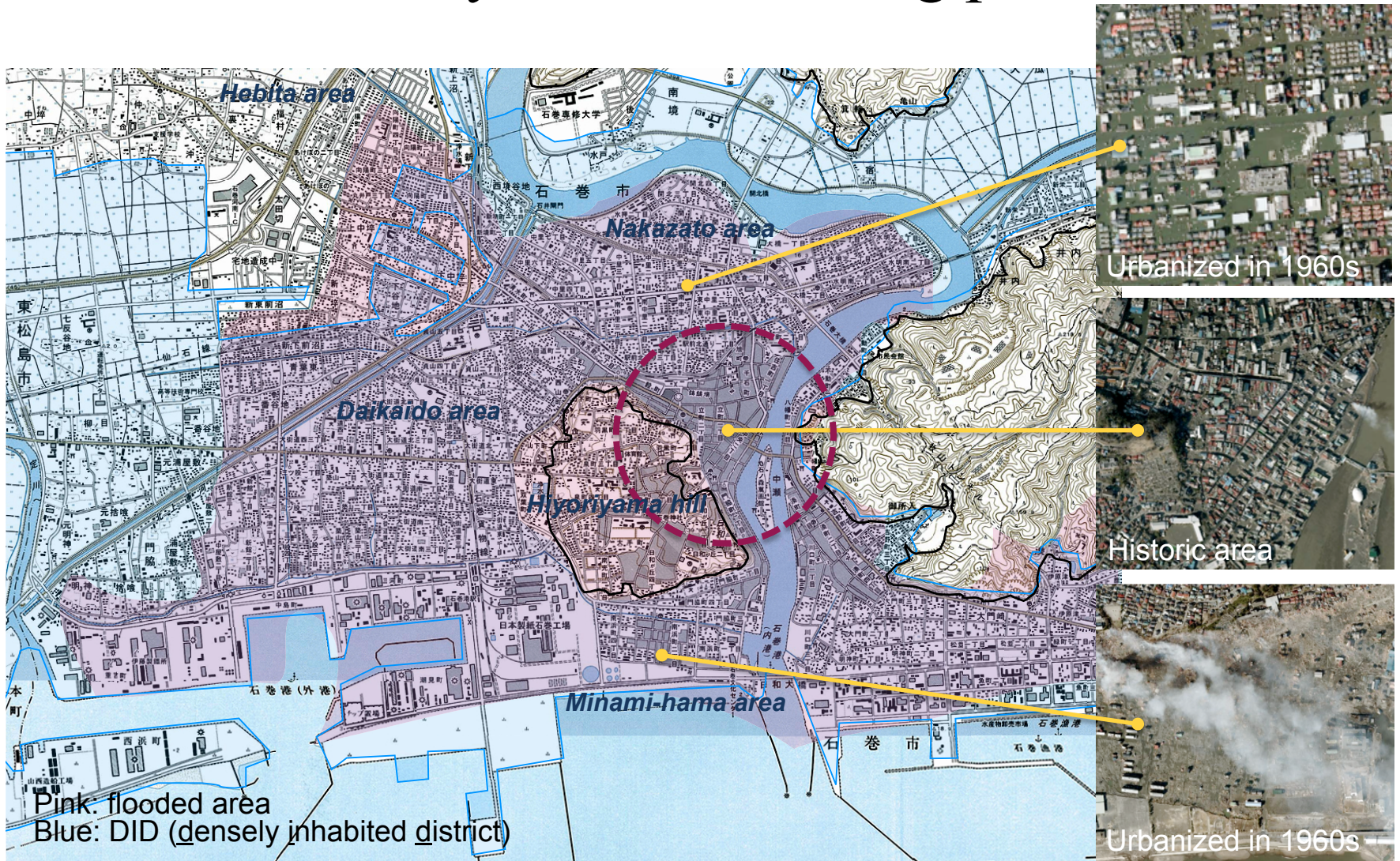


Left: In the 50-year period from 2005 to 2055, the population will undergo a rapid decrease of 30%, to 89.93 million

Right: Both population and density have decreased in DID (Densely Inhabited District)



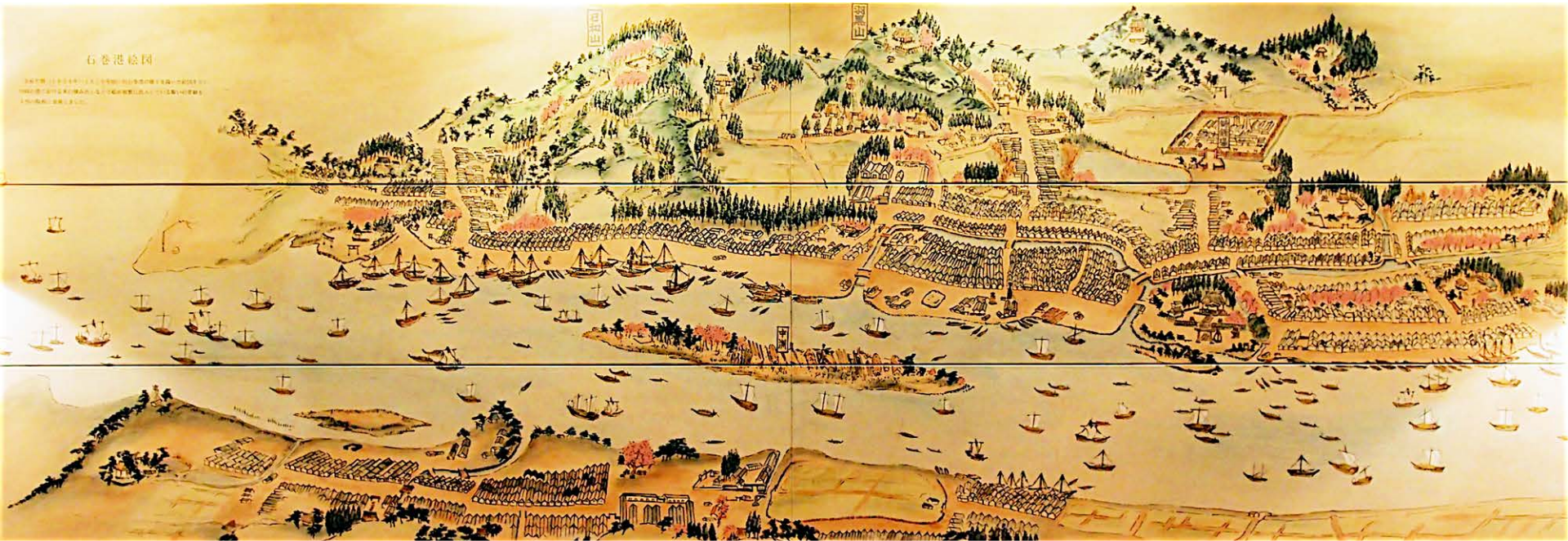
Ishinomaki, hit by Tsunami in 2011, illustrates the city center declining process



Prosperous ISHINOMAKI in Edo era

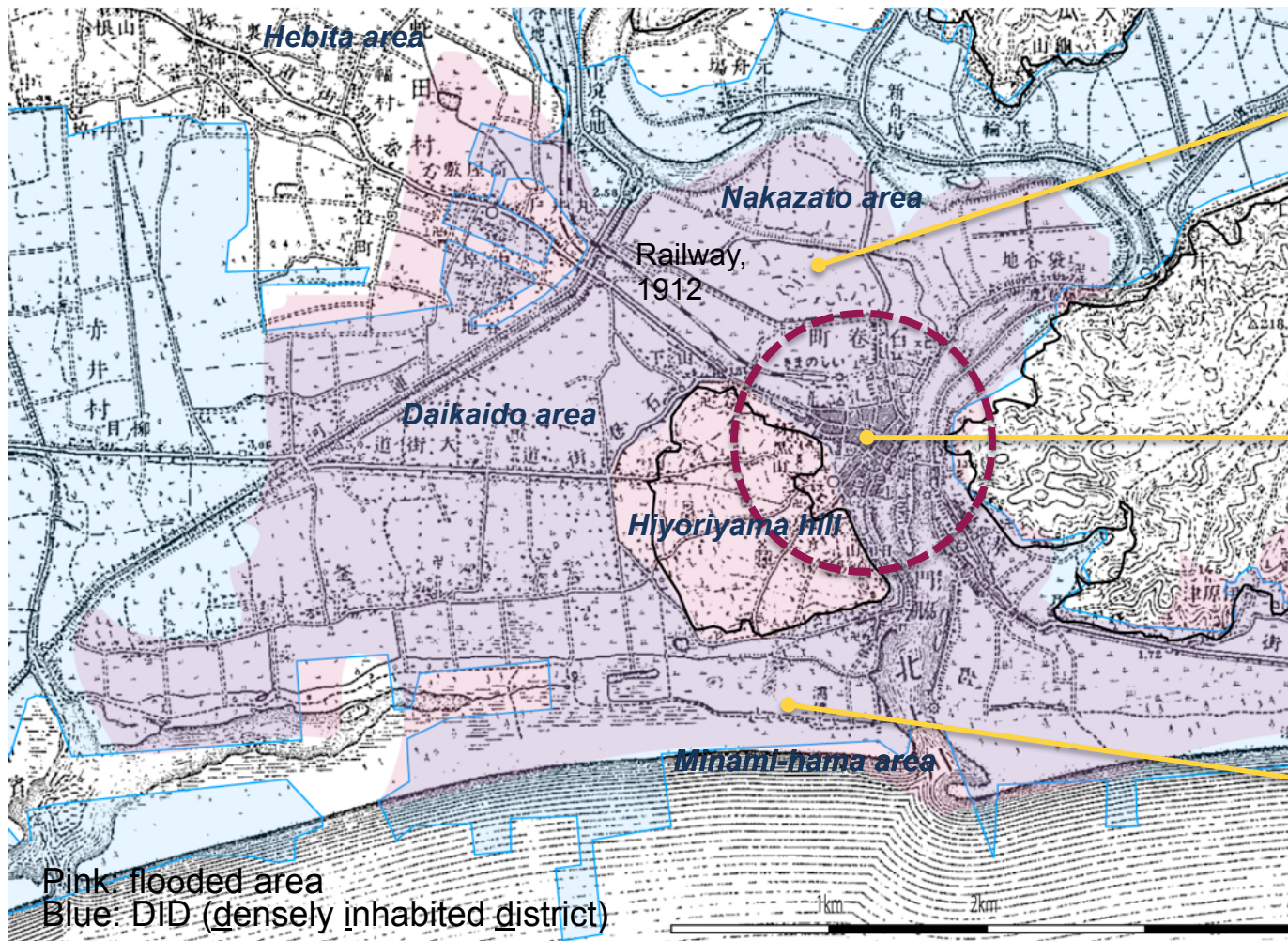
Almost all the historic buildings had been lost due to modernization.

The urban form (street and block pattern, narrow and deep lots) remains unchanged



1919

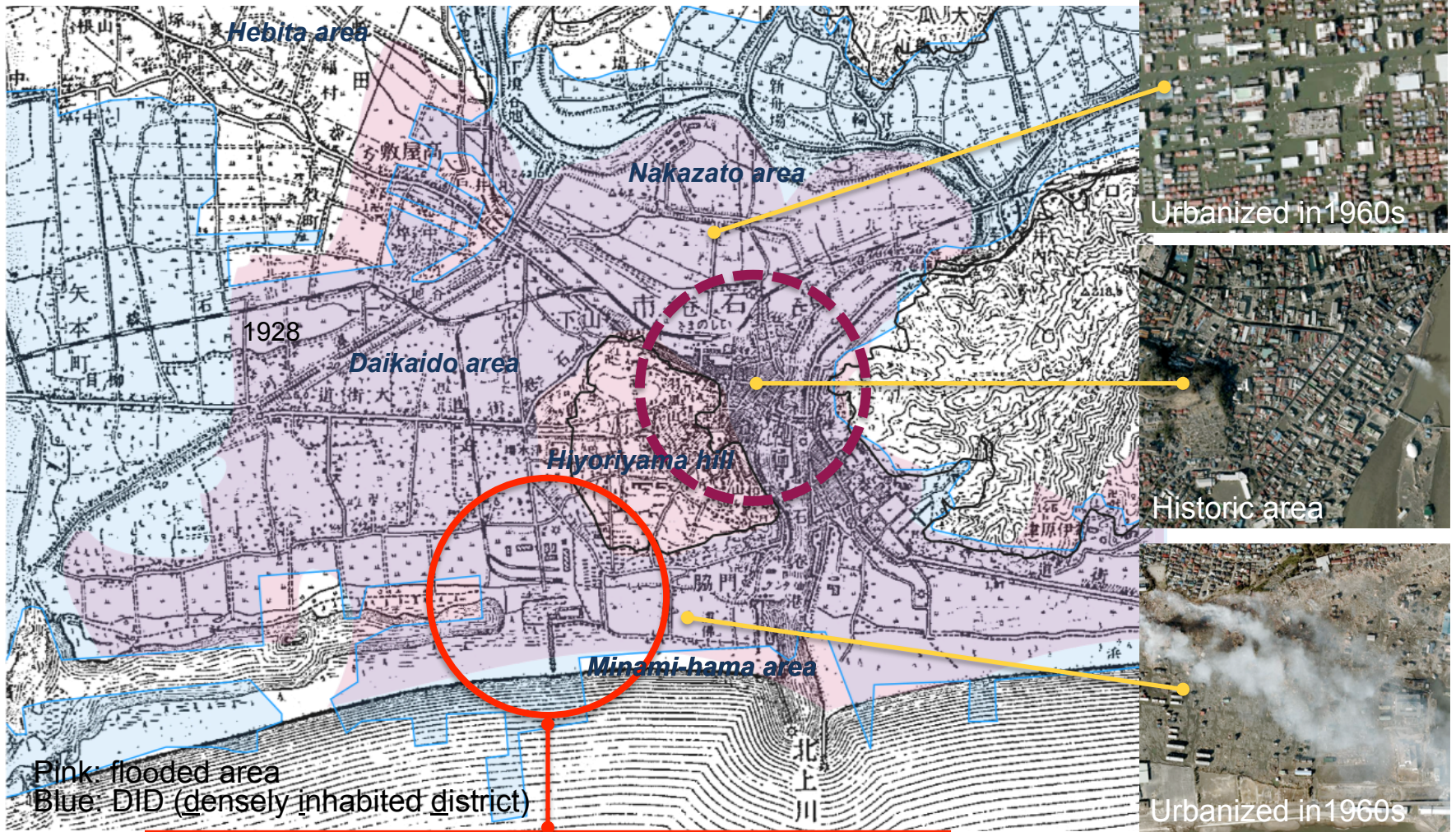
*The map shows the same urbanized area of Edo era
The heavy damaged areas were rice fields or marsh*



1952

The built up area remained dense and compact

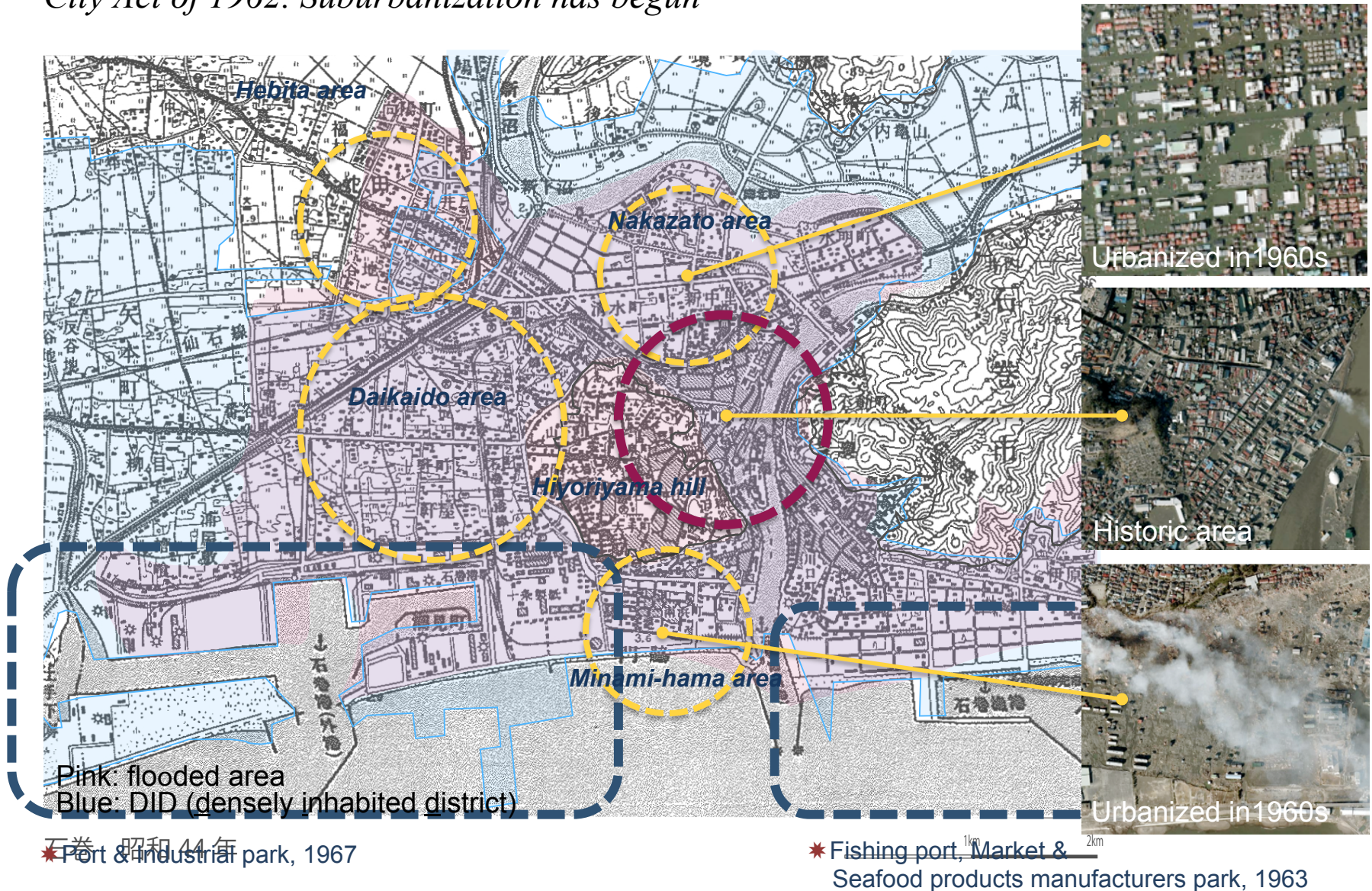
In 1940, a big paper mill was placed on the seashore



1940 : Jujo Paper company placed one of their factories

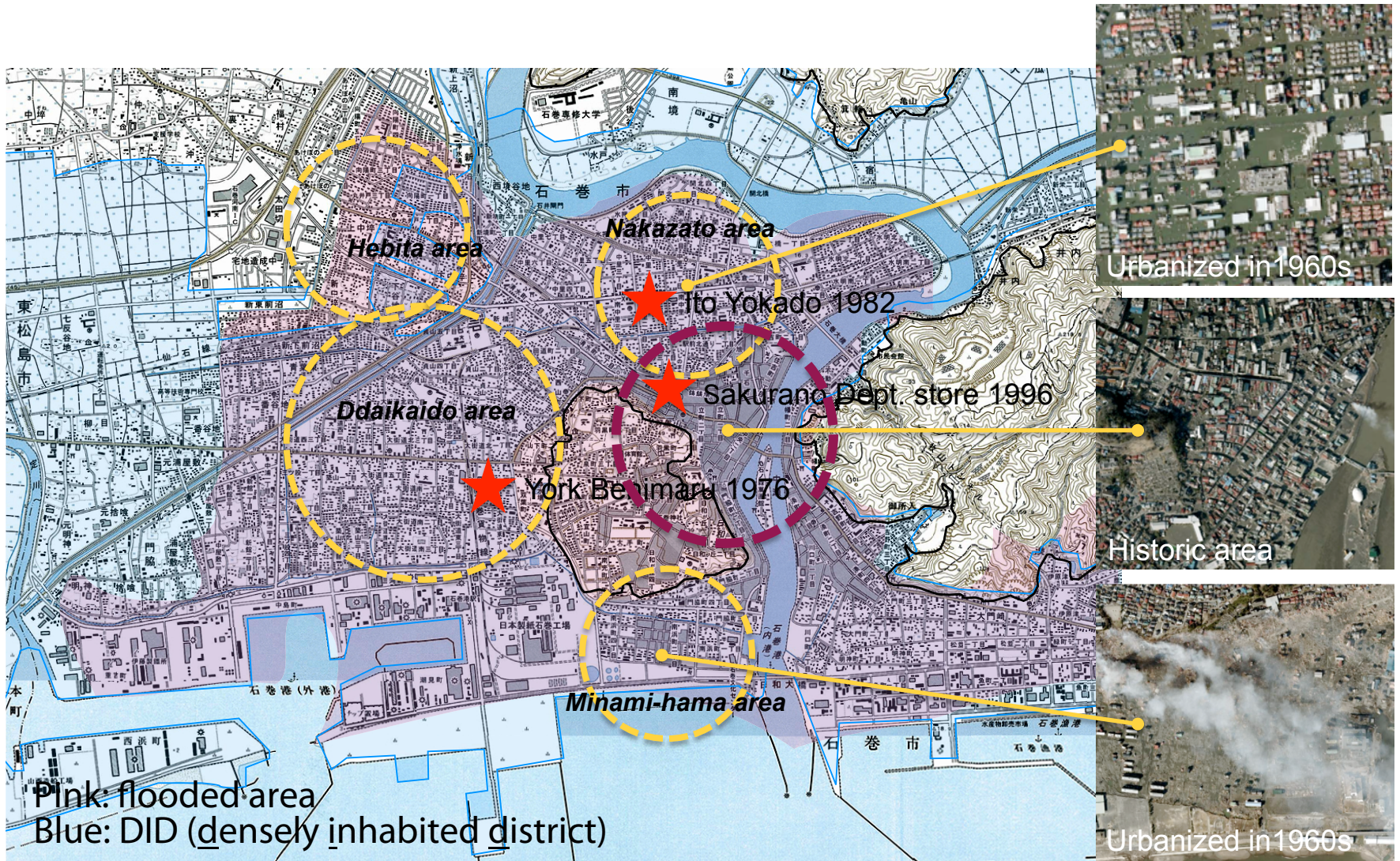
1969

A new port was constructed and huge factories were brought in under the New Industry City Act of 1962. Suburbanization has begun



1990

Suburban areas have been expanding and many shopping facilities opened



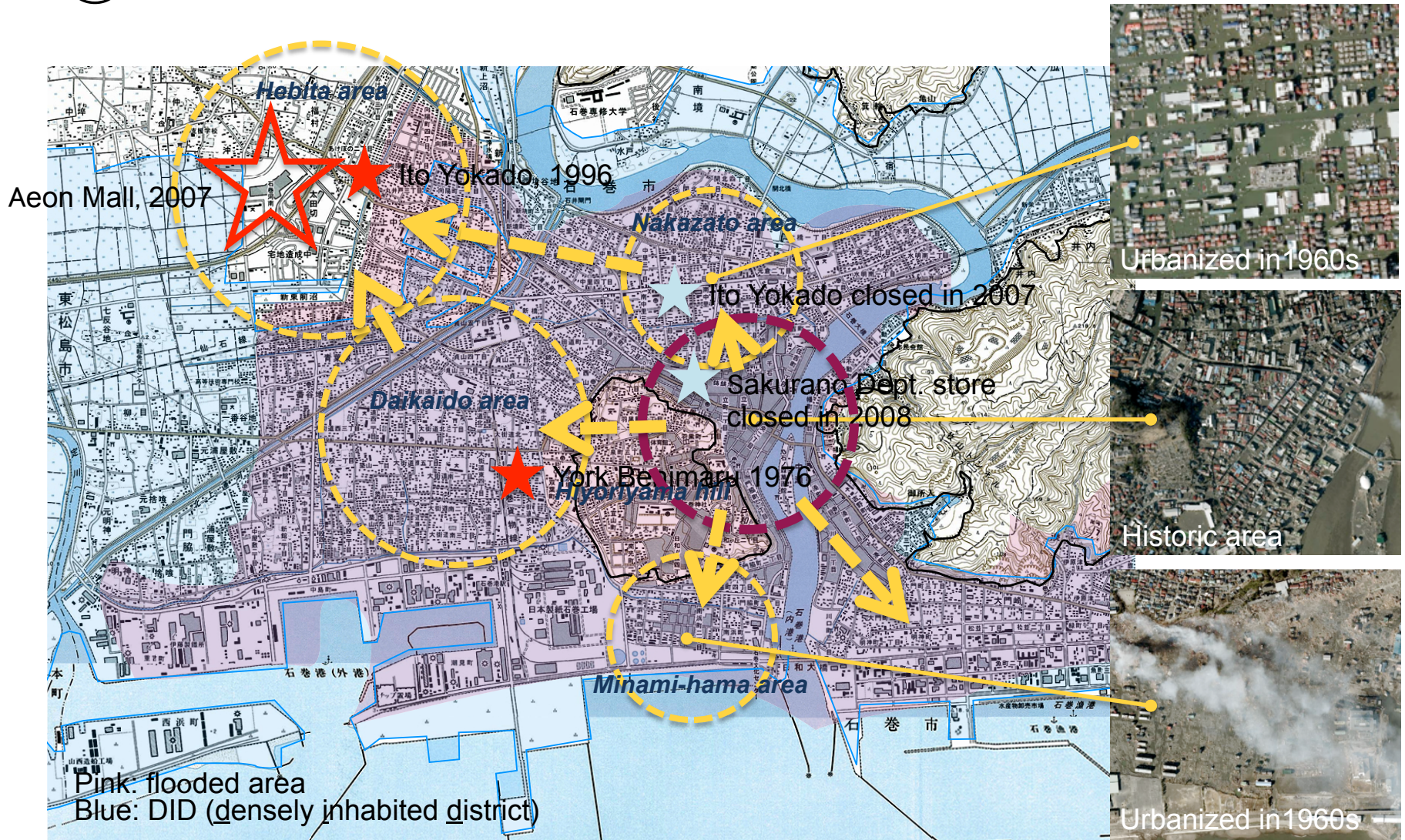
2010

Just before the The Great East Japan Earthquake, 2011.3.11

A huge shopping mall and other shopping facilities opened in Hebita Area



Needs for change from ①Industrialized model, ②Suburbanized model



Rebuilding a compact urban center with a viable local economy is the first step for a whole sustainable recovery of the city

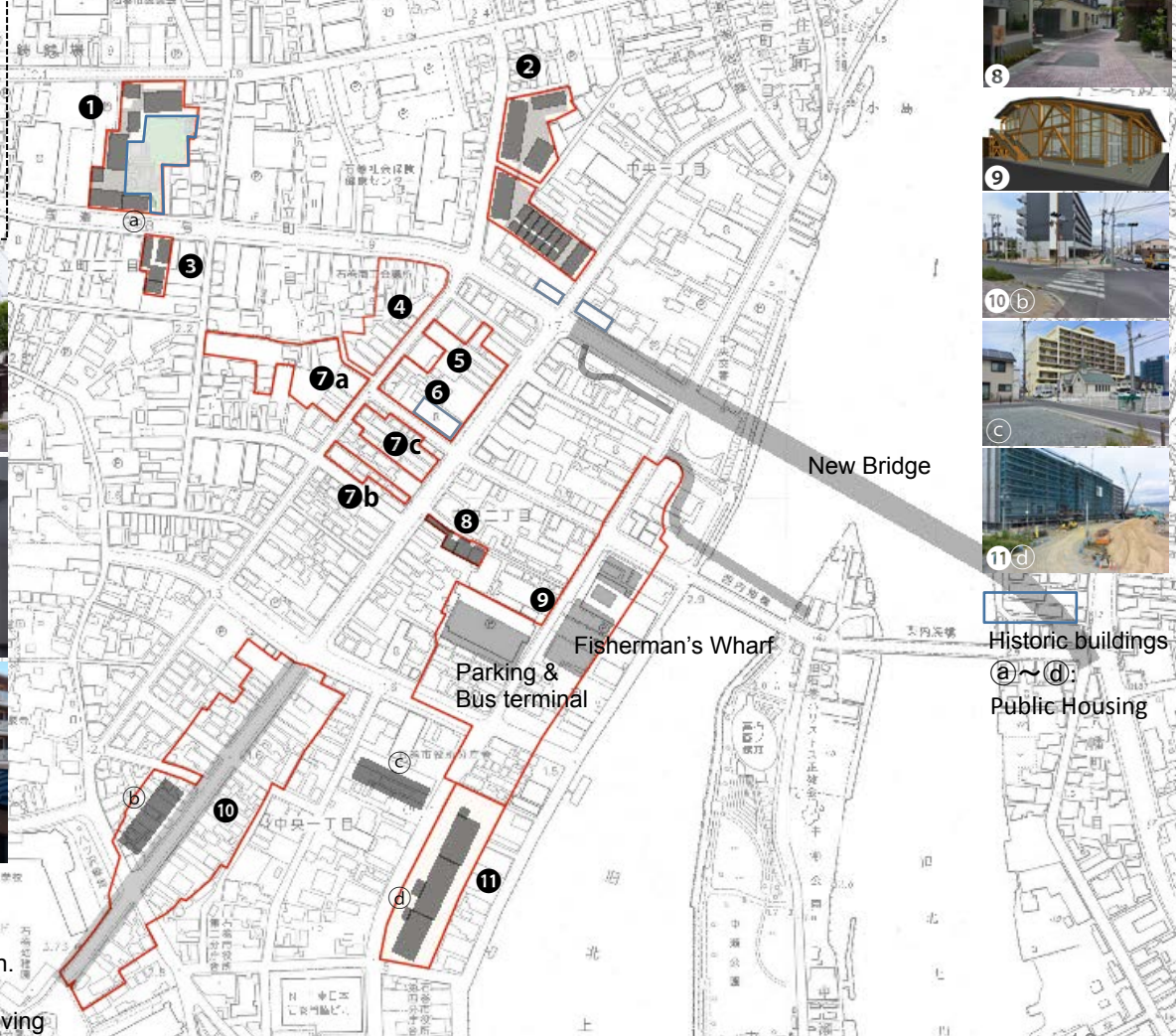
BASIC PATTERNS

1. Promenade
2. Shops along the main street
3. Five-story limit
4. Sleeping places of an eel
5. Lifted residential floor
6. Rows
7. Degrees of publicness
8. Household mix
9. Building complex
10. D/h=1
11. Positive outdoor space
12. Building fronts
13. Connected buildings
14. Easily identifiable stairs for escape



① Chuo 1-3 project: a series of six floor buildings with 8 shops and parking in the ground floor and 77 residential units with small courtyard on upper floors. The lowest residential spaces are 6 meter high for a safe evacuation.

② Tachimachi 2-5 project: Ground floors are for retails, services, health care, and parking. Upper floors are for living with common space for evacuation. The project has a large courtyard with renovated old buildings.



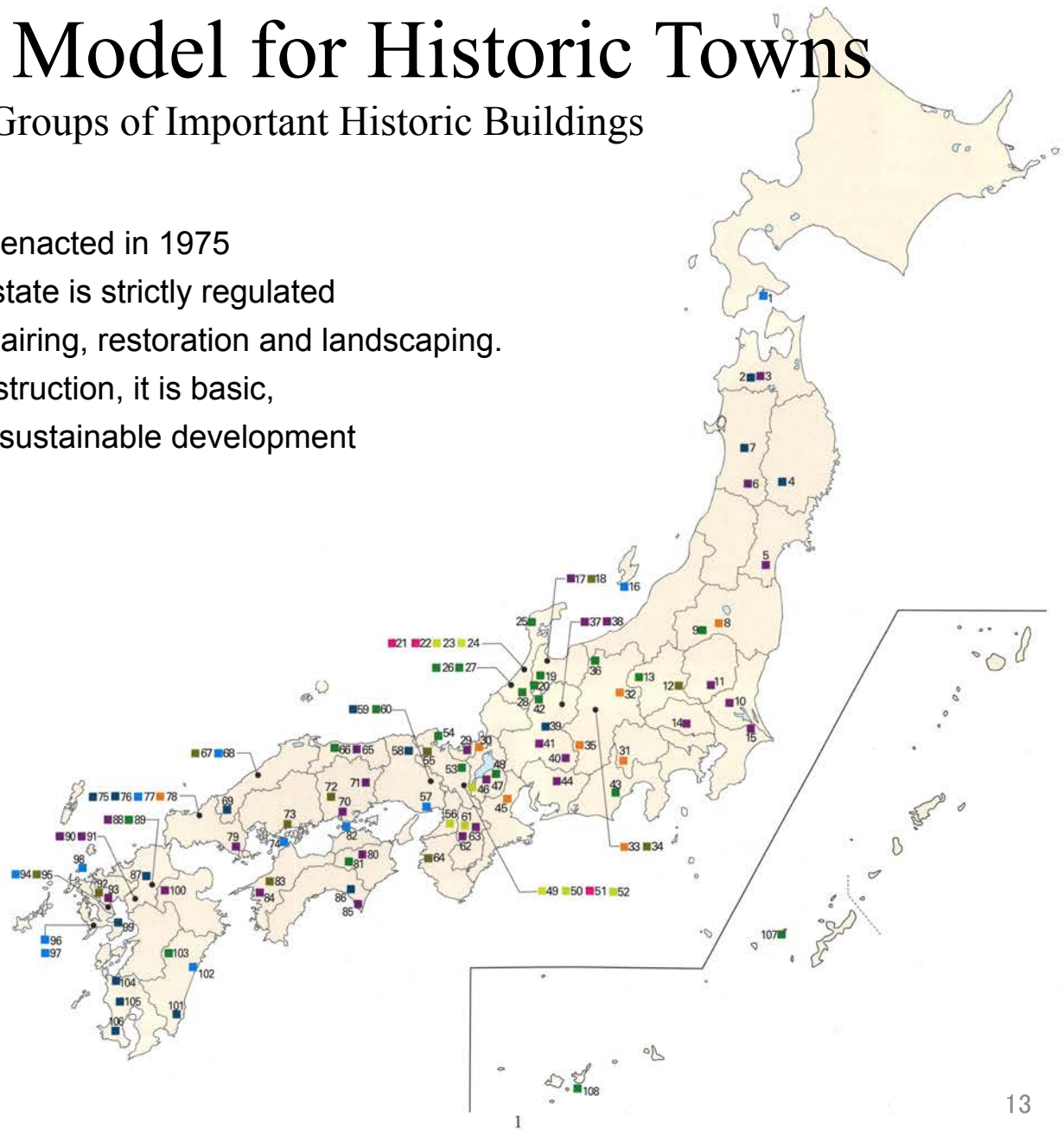
Historic buildings
(a~d):
Public Housing

Preservation Model for Historic Towns

Preservation District for Groups of Important Historic Buildings

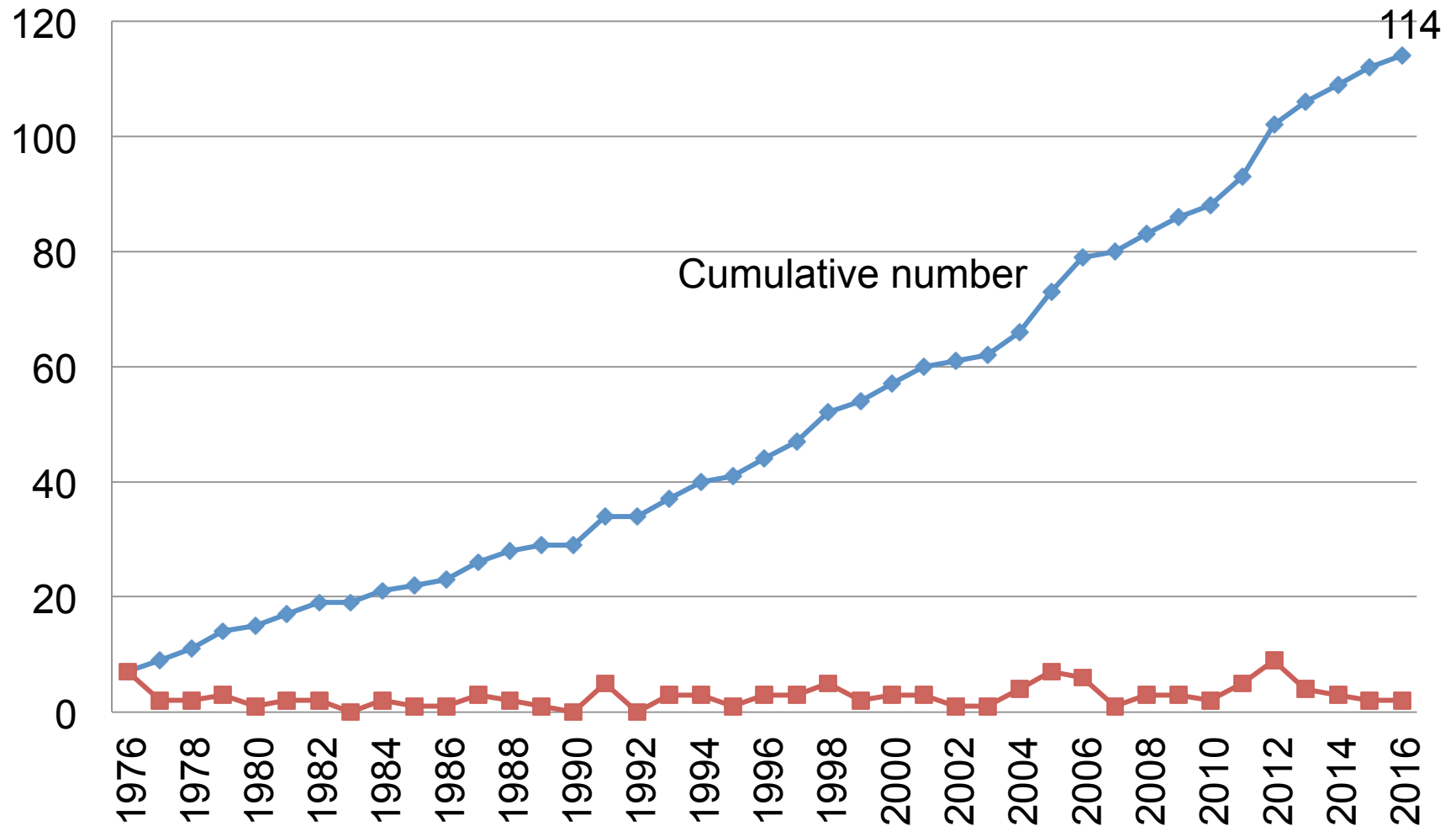
- The Japanese system was enacted in 1975
- A change from the current state is strictly regulated
A subsidy is granted for repairing, restoration and landscaping.
- Focused on physical reconstruction, it is basic,
but by itself not enough for sustainable development

- villages
- Post towns
- Port towns
- Merchant towns
- Industrial towns
- Temple or shrine towns
- Teahouses districts
- Samurai districts



Increasing national conservation districts

Expectation for historic conservation has been growing

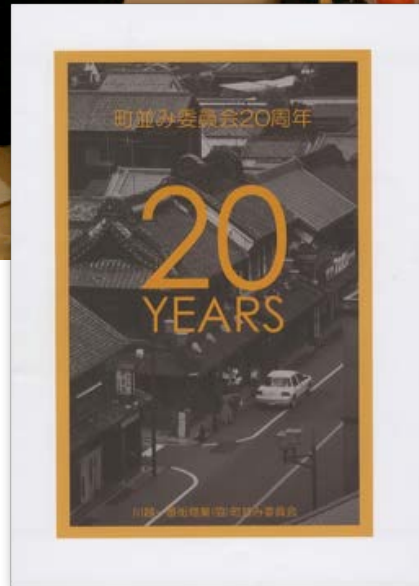


The number of renovated shophouses that have failed to reopen is on rise



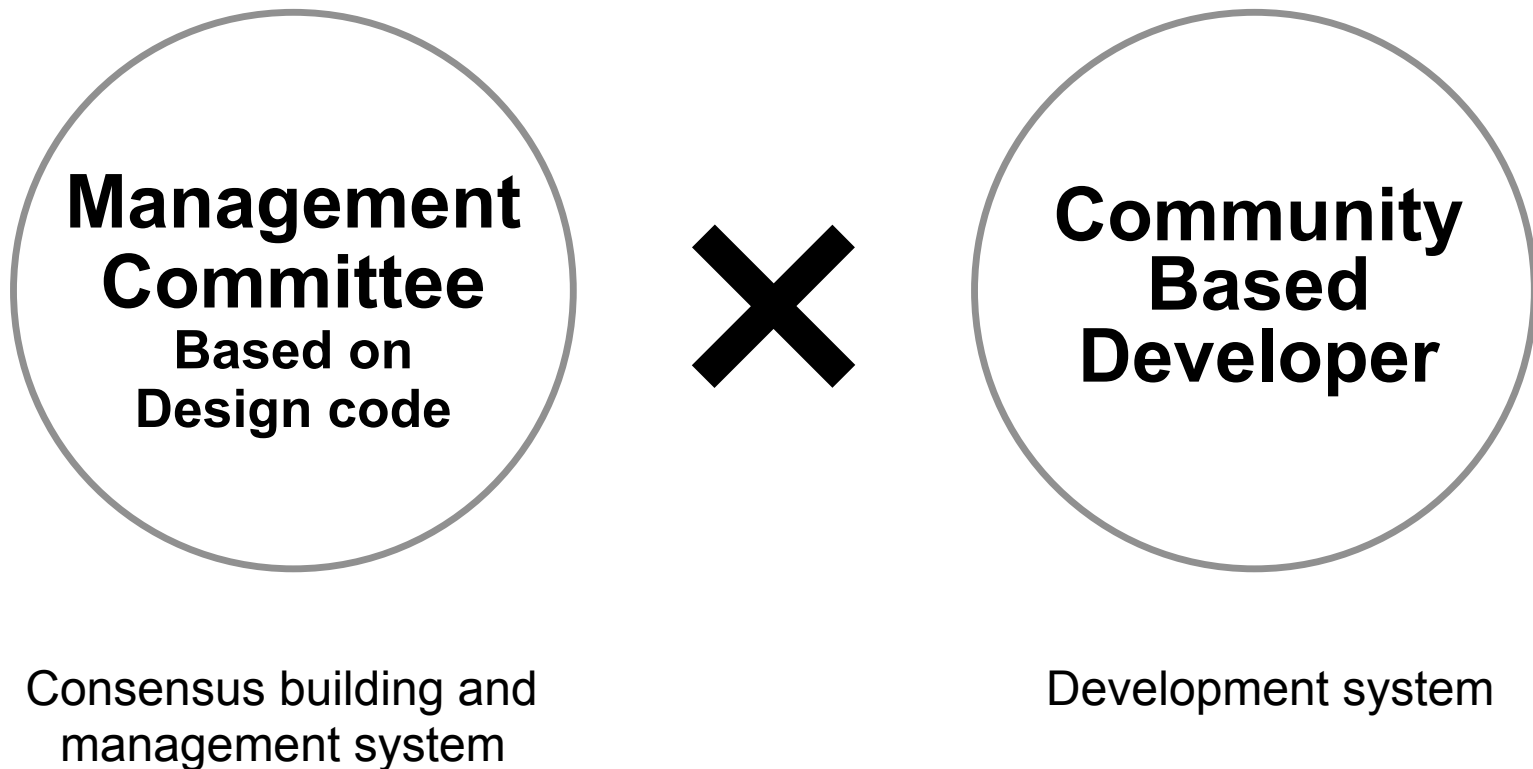
On design side inhabitant's committee has managed machinami and achieved a milestone

On the local economy side, there have been limitations



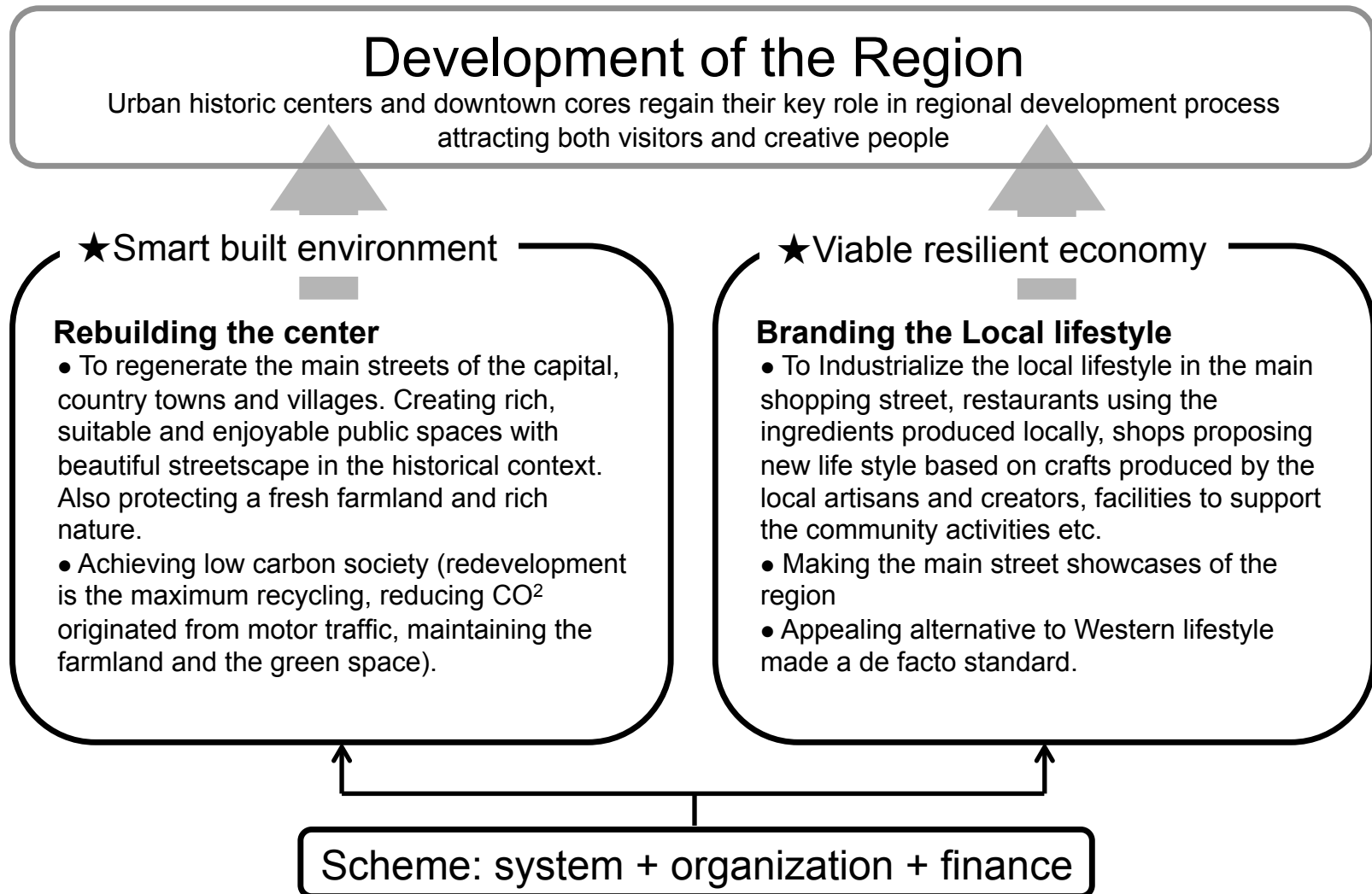
One of two main pillars, community based developer has not been established

Inducement by regulations is needed but it is not enough

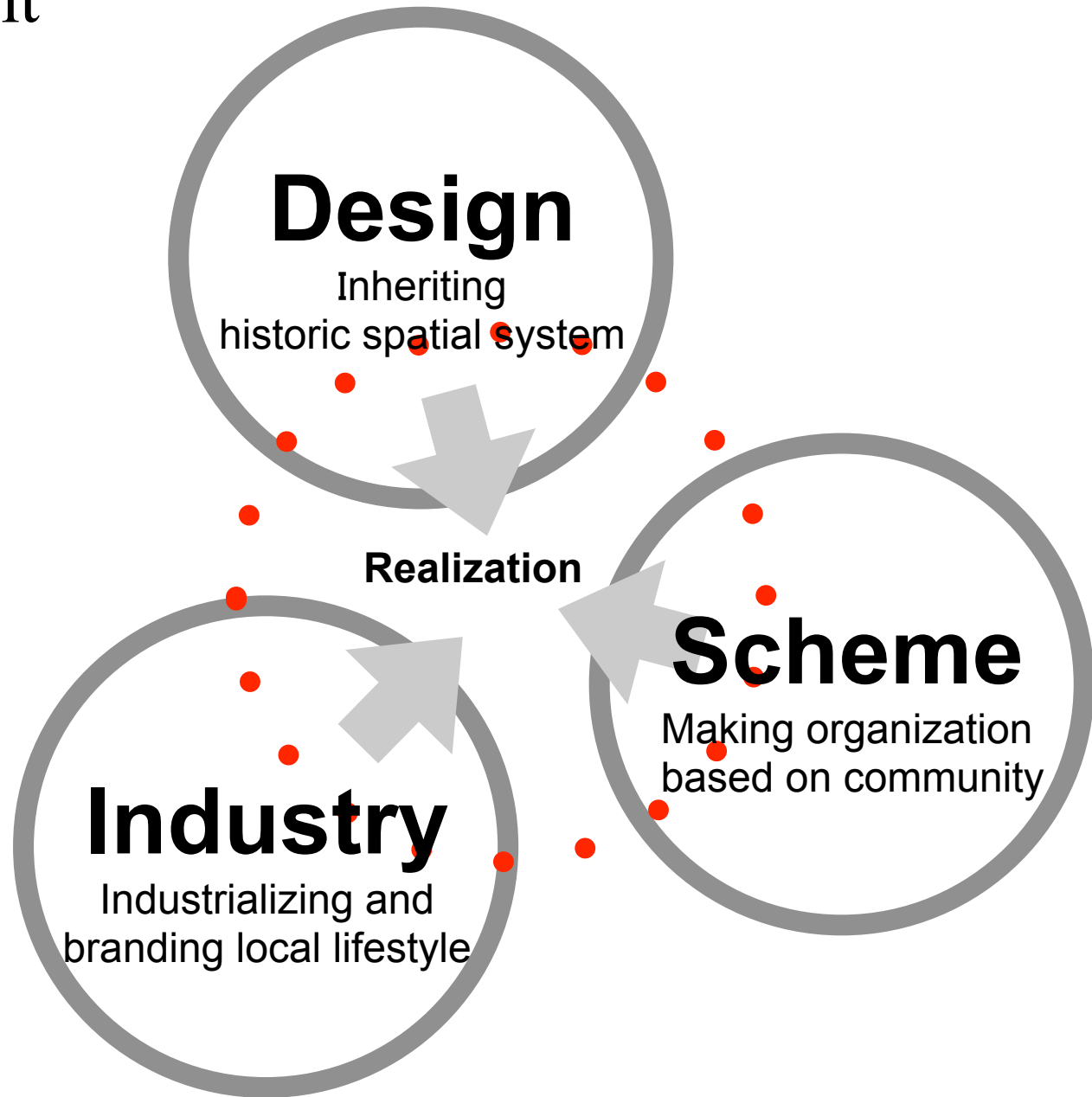


The Need for New Model

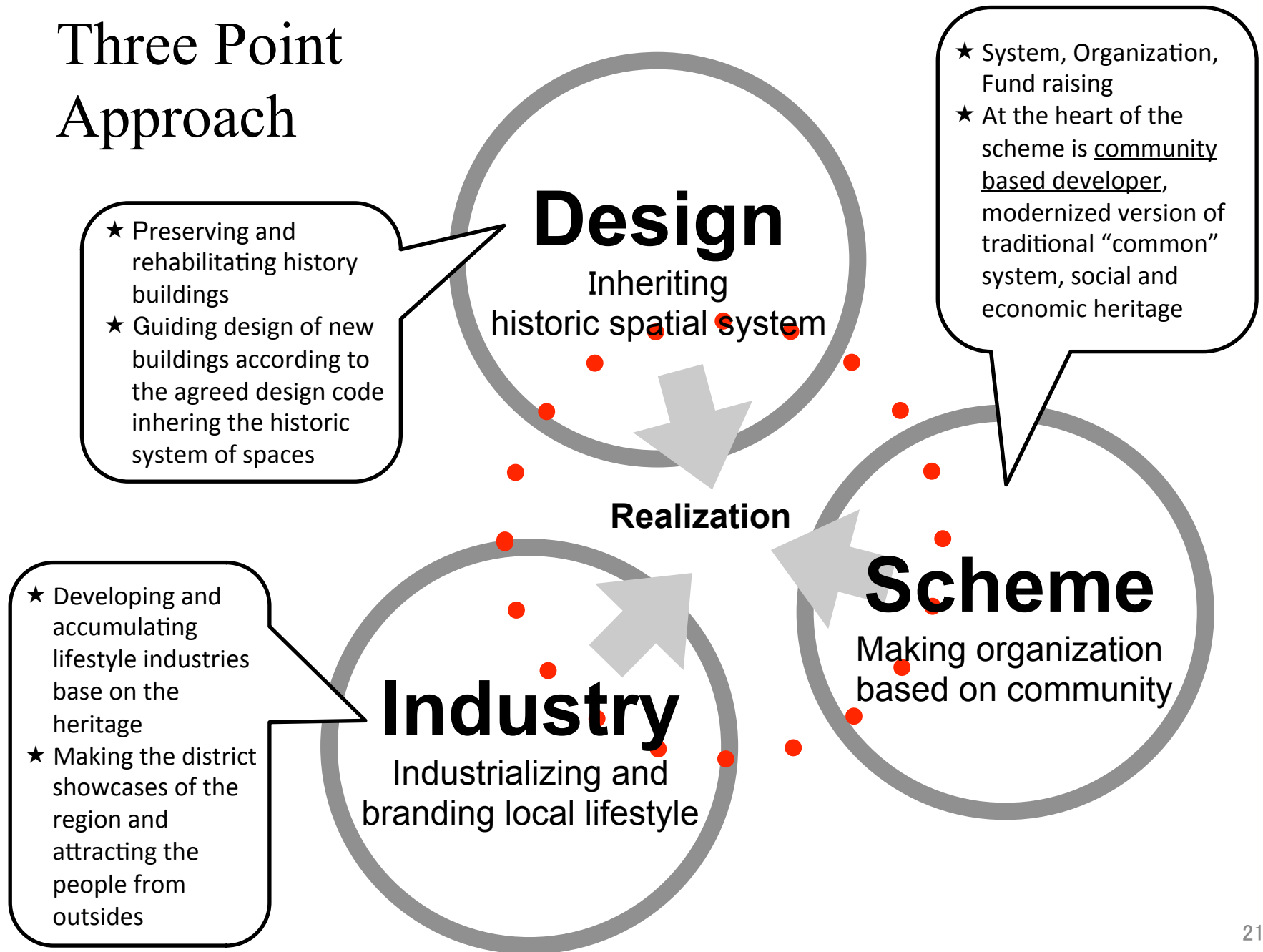
- ① altering traditional industrial town model and
- ② developing preservation model for historic towns



Three Point Approach



Three Point Approach



A case: Nagahama

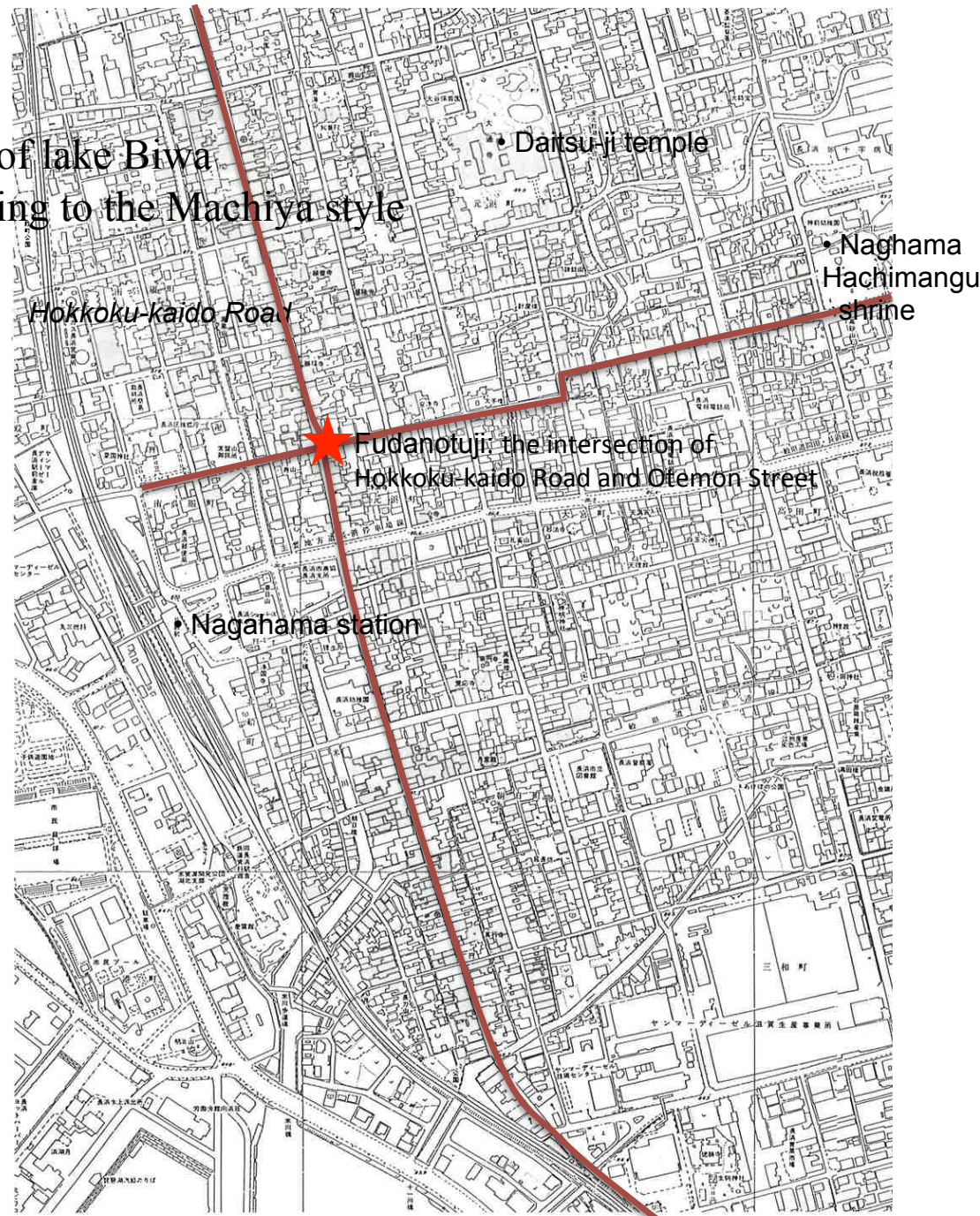
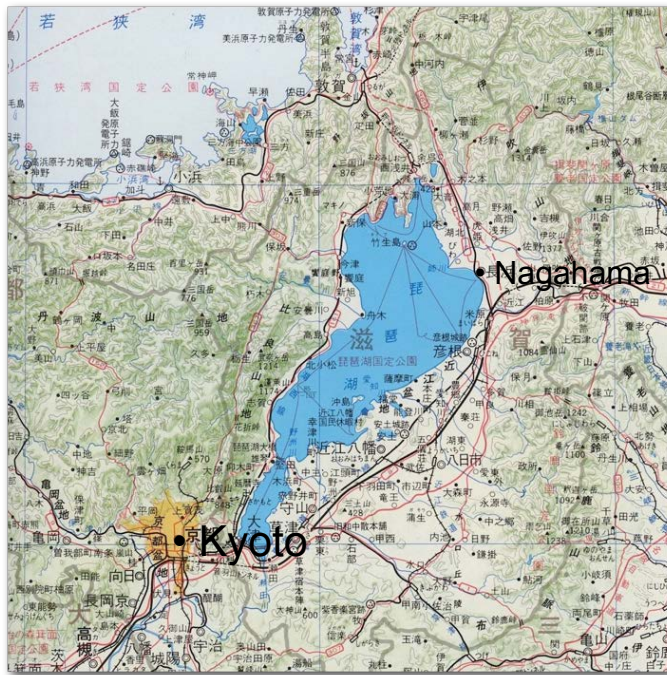
Community based developer called “Kuro-kabe” has managed the historic center



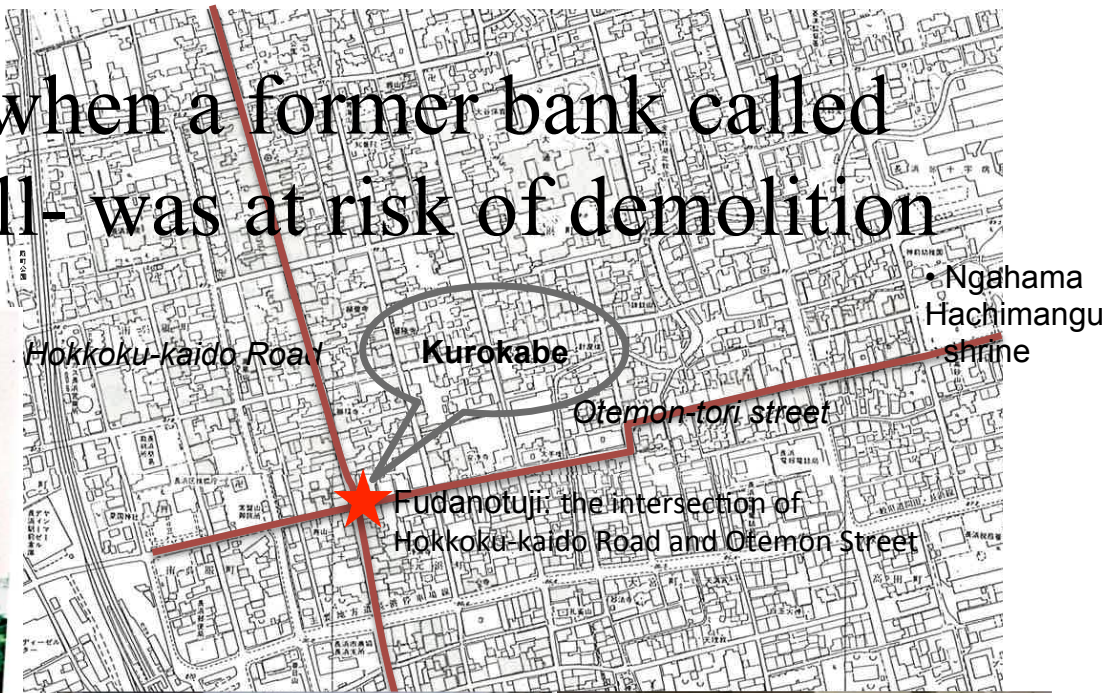
Nagahama

The city is located to the northwest of lake Biwa

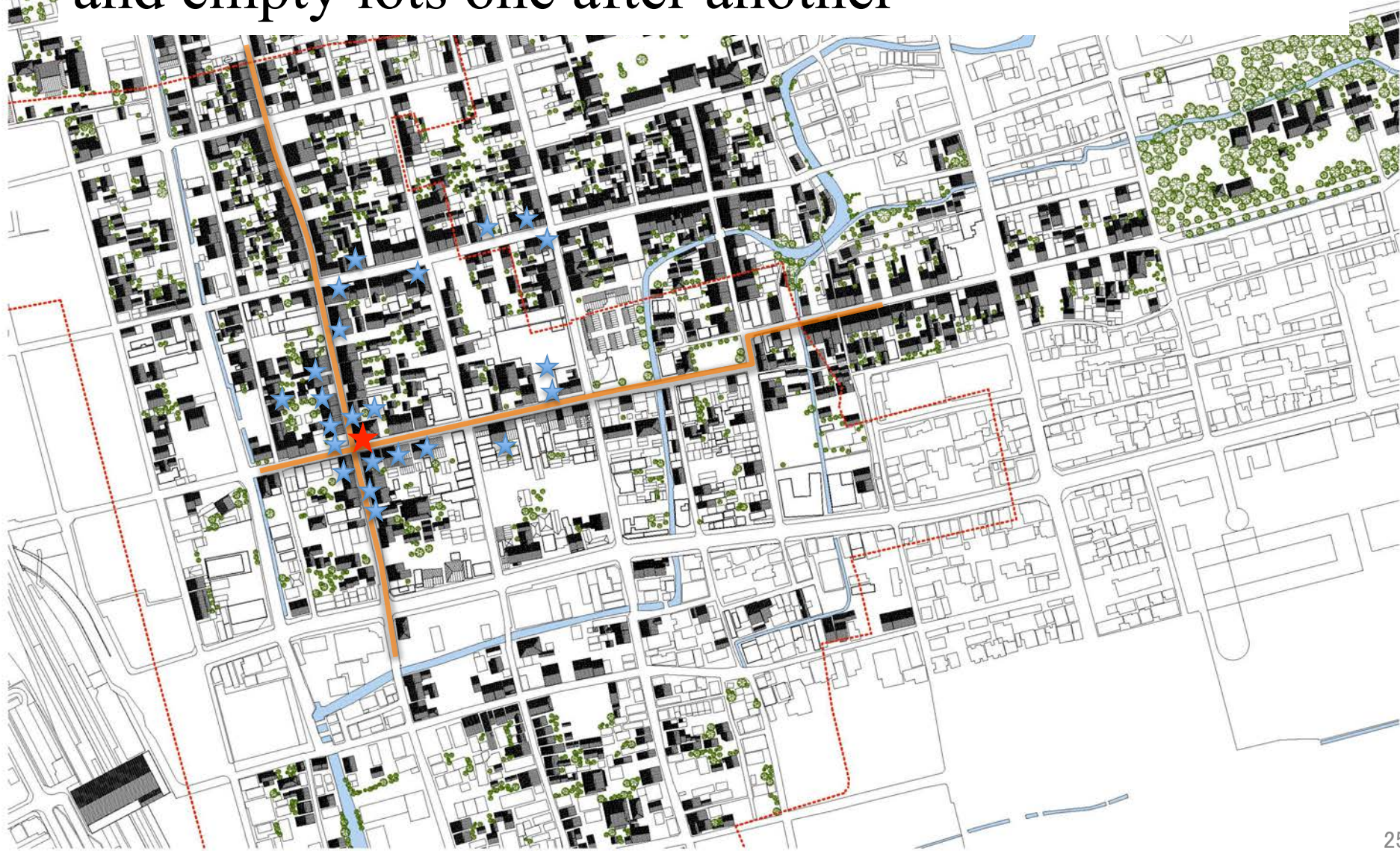
The historic center was built according to the Machiya style



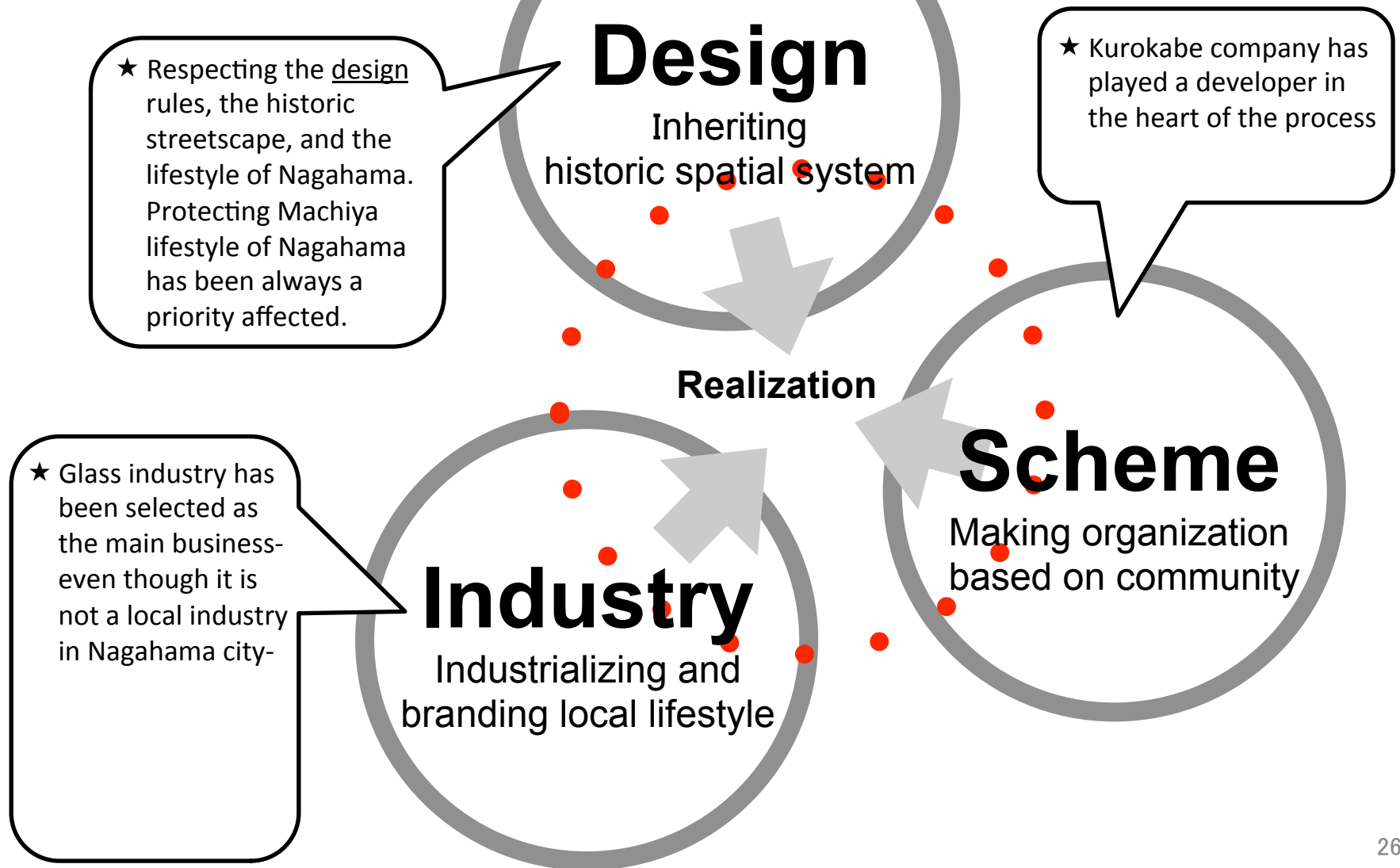
All started in 1987, when a former bank called Kurokabe -black wall- was at risk of demolition



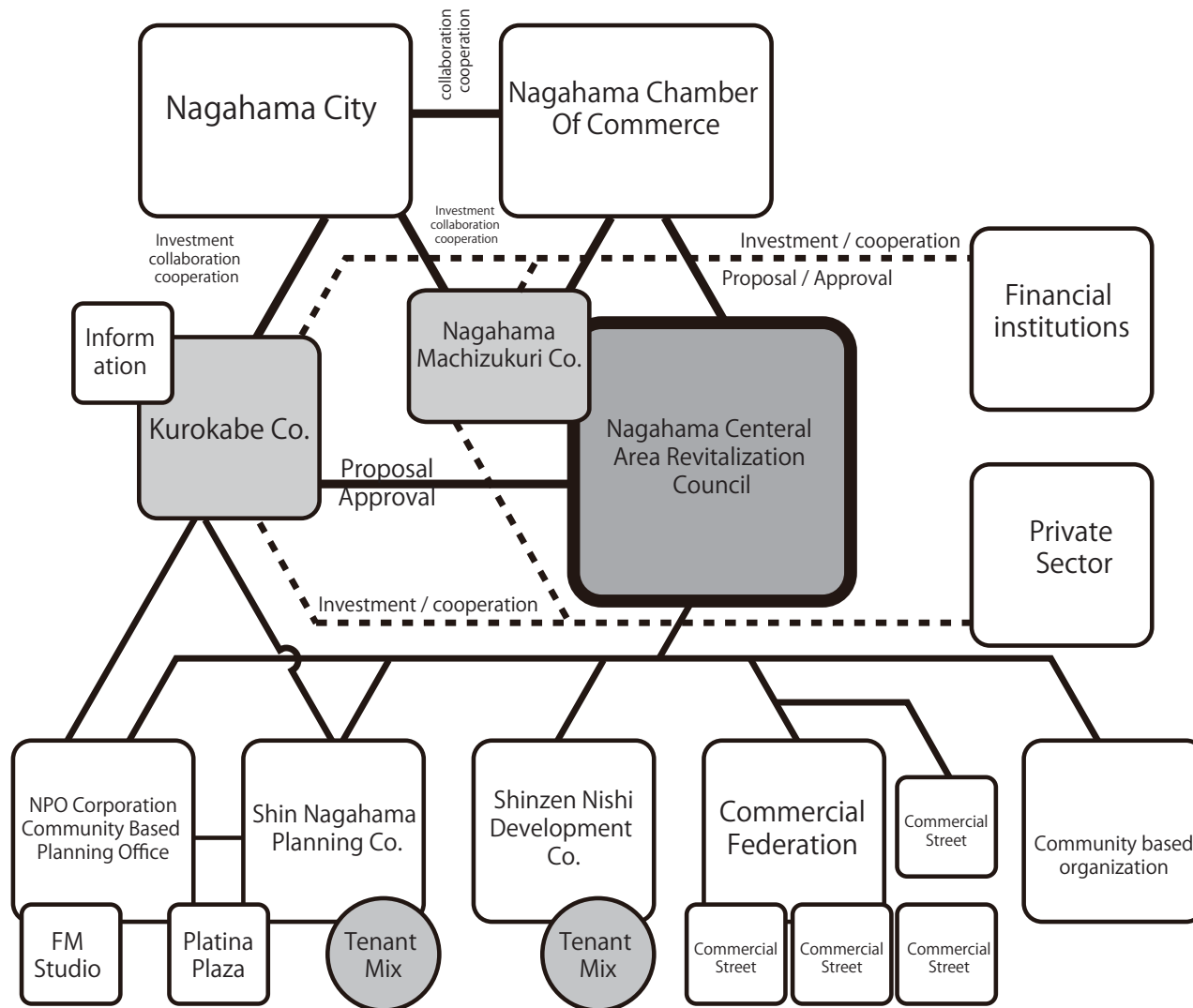
Kurokabe has been restoring abandoned shops and empty lots one after another



Behind the process design, business, and scheme has been implemented



The scheme of Nagahama showing involved entities and their connections



Needs for more efforts:

1. “Albergo diffuso” style accommodation

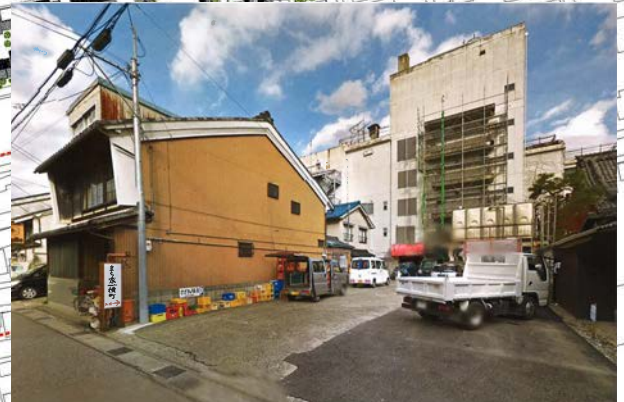
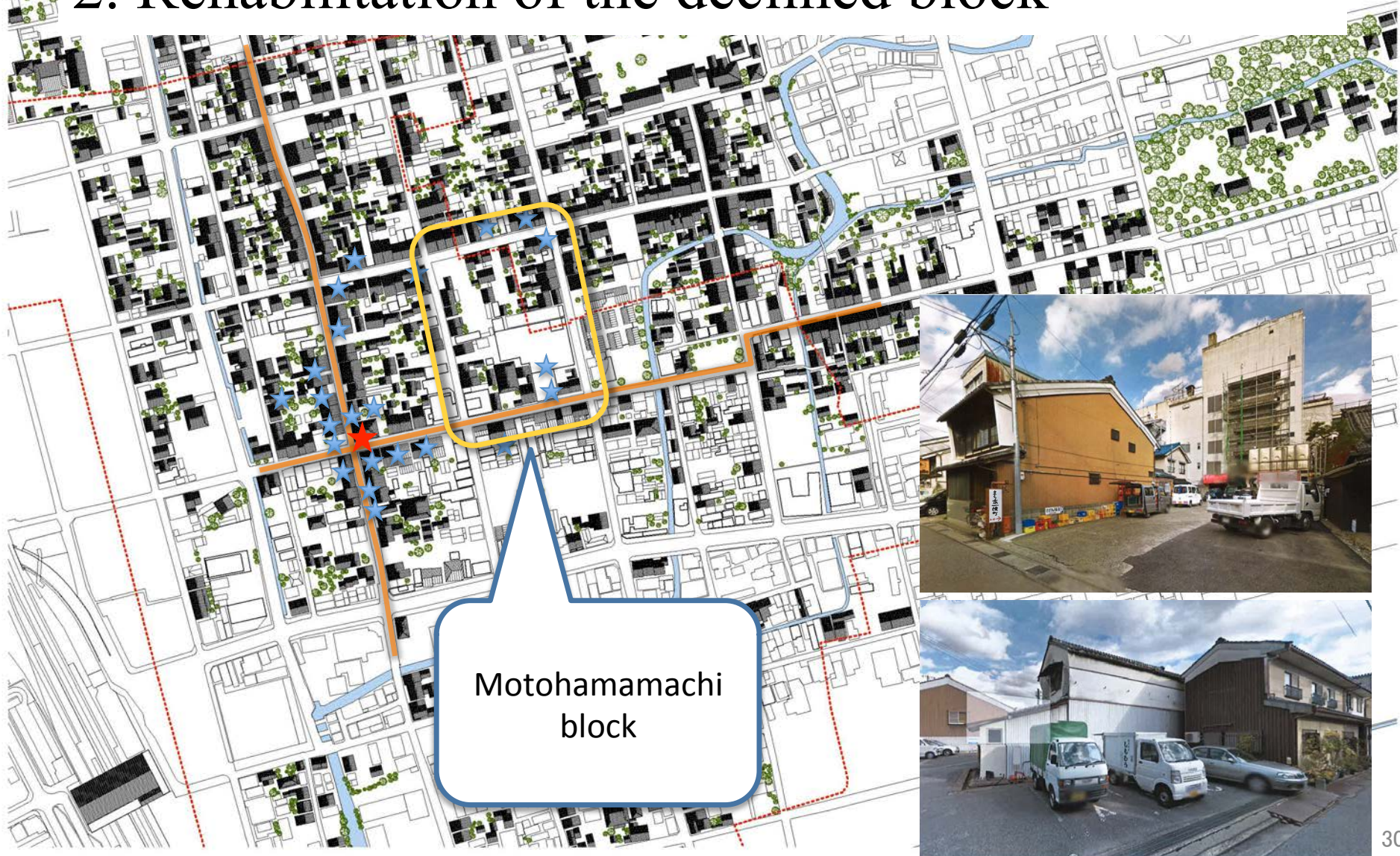




Kyoto: <http://www.kyoto-machiya.com/eng/>
Nagahama: <http://iroha3321.com>

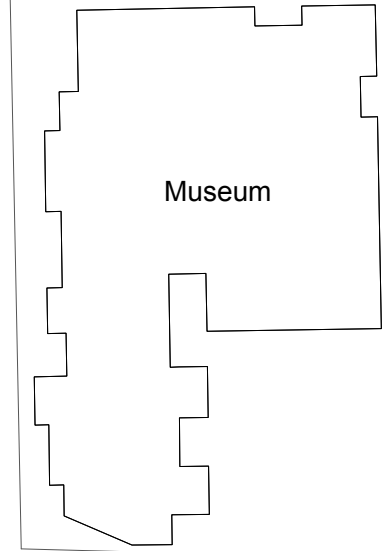
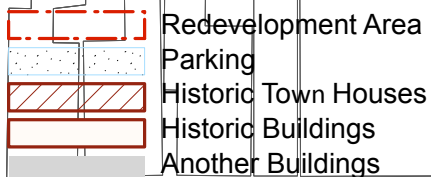
Needs for more efforts:

2. Rehabilitation of the declined block



Needs for version up of the scheme

Urban Renewal Act amendment is opening the way for the integration of preservation and redevelopment projects



the *Umbilicus* of the city

Today, more policy makers believe that for achieving a successful model, no attempt should ignore the original center, the *Umbilicus* of the city



Cabinet Secretariat
Headquarter for Overcoming Population Decline
and Vitalizing Local Economy in Japan