The Creative Town Model:

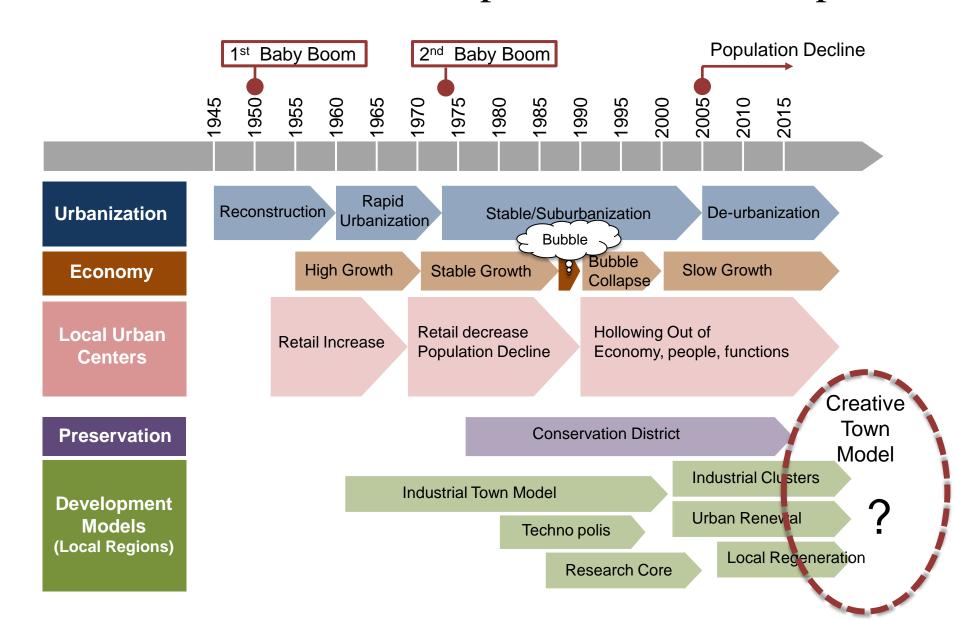
Towards an Alternative Regional Development Model led by Regenerating Historic Urban Centers

CIVVIH Workshop:

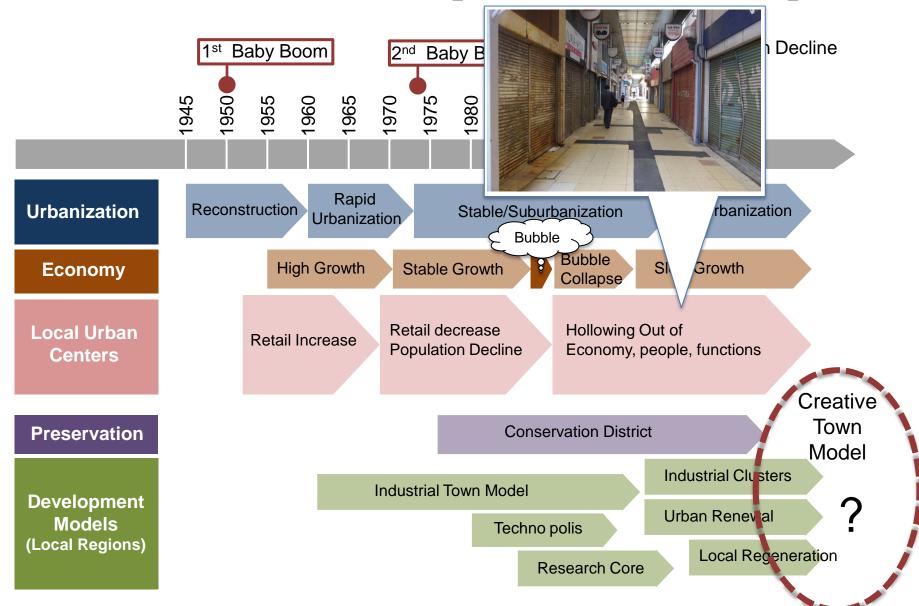
"Management and Promotion of Urban Heritage of Historic Cities"

15 November 2016 in Souel, Korea
FUKUKAWA Yuichi and Nisreen ZAHDA
Japan ICOMOS

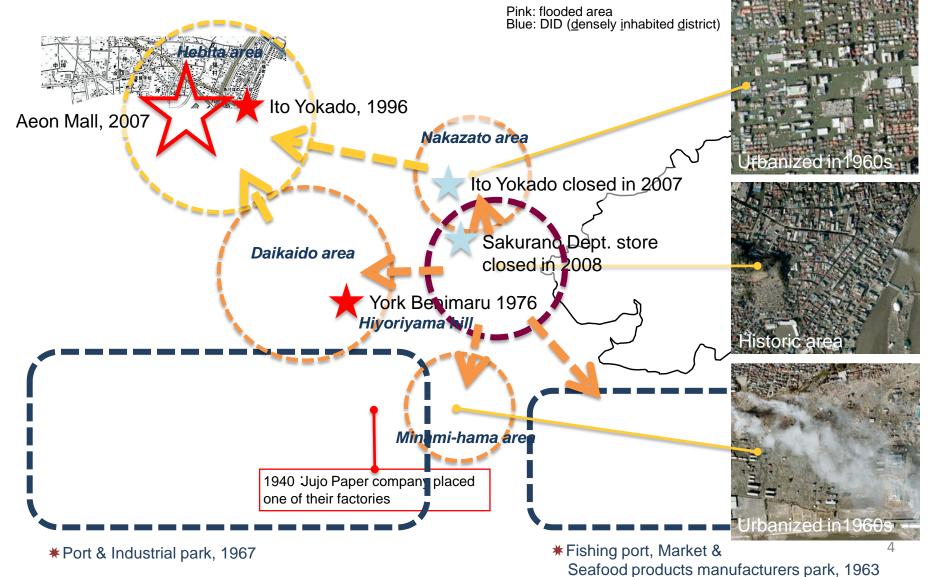
Urbanization and Development Models in Japan



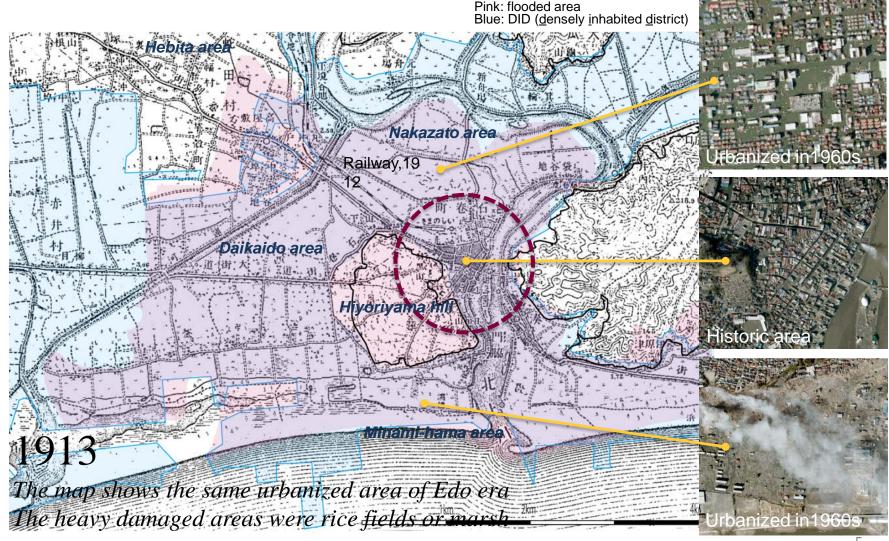
Urbanization and Development Models in Japan



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



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



◆ 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.

Comparison between Industrial town model and Creative town model

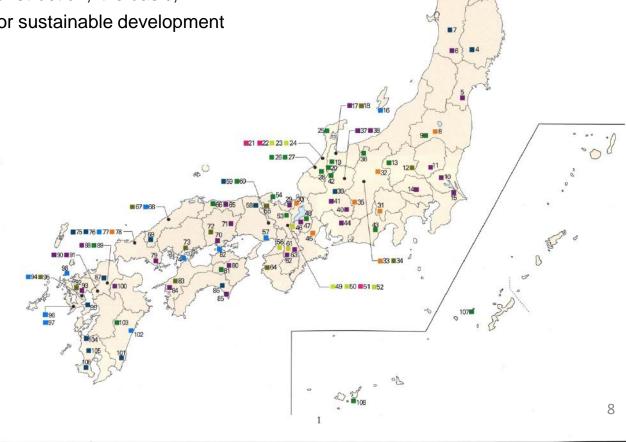
Development Models	Industrial Town Model	Creative Town Model
Philosophy	Efficiency	Creativity
Targeted Industries	Basic Industries	Segment/creative industries
Economic background	Rapid growth phase	Segment/creative phase
Social background	Population increase	Population decrease, aging
Structure	Hierarchical	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

Preservation Model for Historic Towns

Preservation District for Groups of Important Historic Buildings

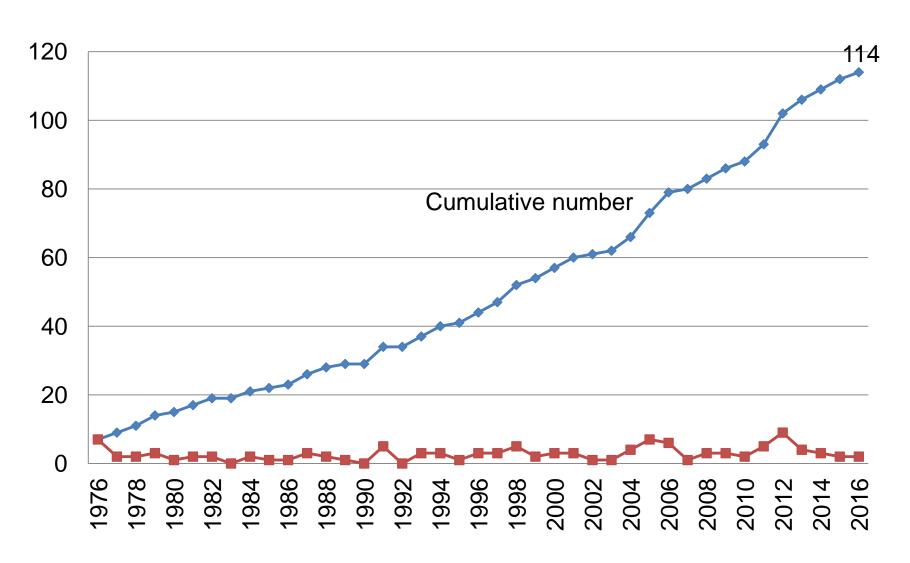
- The Japanese system was enacted in 1975
- A change from the current state is strictly regulated
 A subsidy is granted for repairing, restoration and landscaping.
- Focused on physical reconstruction, it is basic, but by itself not enough for sustainable development

- villages
- Post towns
- Port towns
- Merchant towns
- Industrial towns
- Temple or shrine towns
- Teahouses districs
- 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









Japanese sweets · Gallery & shops Restaurant operated by a local farm Important Cultural Properties Osawa family house Soy sauce & restaurant by a local ma for the Kawagoe Festival • Cafe (Bagel sandwich) * Taiyaki (sweet) shop/Cafe * Ramen shop Japanese Sweets * Souvenir (fancy goods)/Restaurant Souvenir market Meibun-kan shopping facilities Bicycle shap *Souvenir (rice crackers) Souvenir (pea and bean snacks) Souvenir (kimpno accessories) . Liquor (sake) store · Book store • Barber . Tofu shop . Hard ware shop Imported Variety Goods Private small museum · China shop Variety goods Electrical store / Italian restauran Japanese sweets confectionary Souvenir (workshop) Souvenir (chopsticks) Express agency Cafe featuring Japanese style sweets Pickle store · Grocery shop Variety Goods · Pickle store Noodle Restaurant ★ Cafe Fashion Japanese-Sweets & caf Souvenir (gem) Kimono shop Kimono accessories Danka house · Clothing store · Parking Fashion Accounting firm Carpenter's tools Japanese sweets Fancy goods Tempura restaurant Parking vacant shop vacant shop Hardware shop * Family Buddhist altar shop Fancy goods Sports goods Kawagoe, Ichiban-gai street historic district

In popular historic districts shop spaces are filled

Most of them are national chain souvenir shops



The head is located:

- 🜟 outside Saitama Pref. (national wide)
 - outside Kawagoe City (Saitama based)
- outside Ichiban-gai street (Kawagoe city and its environs based)
- in Ichiban-gai street at least forty year ago

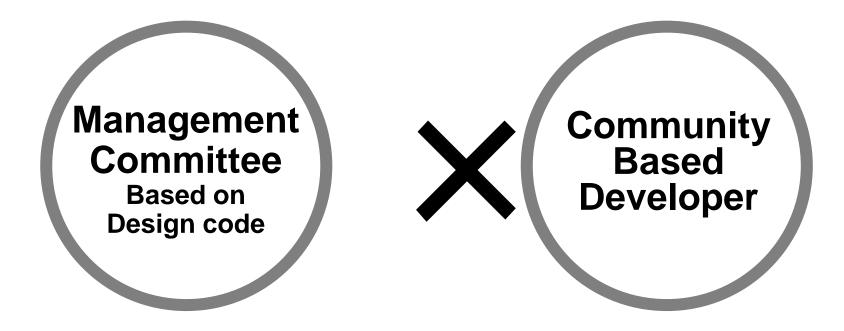
On design side inhabitant's committee has managed machinami and achieved a milestone On the local economy side, there have been limitations





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

Inducement by regulations is needed but it is not enough



Consensus building and management system

Development system

The Need for New Model

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

Development of the Region

Urban historic centers and downtown cores regain their key role in regional development process attracting both visitors and creative people

★Smart built environment

Rebuilding the center

- To regenerate the main streets of the capital, country towns and villages. Creating rich, suitable and enjoyable public spaces with beautiful streetscape in the historical context. Also protecting a fresh farmland and rich nature.
- Achieving low carbon society (redevelopment is the maximum recycling, reducing CO² originated from motor traffic, maintaining the farmland and the green space).

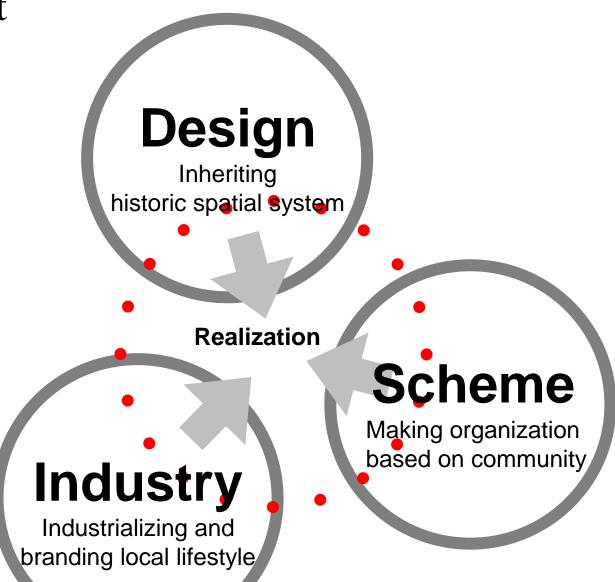
★Viable resilient economy

Branding the Local lifestyle

- To Industrialize the local lifestyle in the main shopping street, restaurants using the ingredients produced locally, shops proposing new life style based on crafts produced by the local artisans and creators, facilities to support the community activities etc.
- Making the main street showcases of the region
- Appealing alternative to Western lifestyle made a de facto standard.

Scheme: system + organization + finance

Three Point Approach



Three Point Approach

- ★ Preserving and rehabilitating history buildings
- ★ Guiding design of new buildings according to the agreed design code inhering the historic system of spaces

Design

Inheriting historic spatial system

- ★ System, Organization, Fund raising
- ★ At the heart of the scheme is community based developer, modernized version of traditional "common" system, social and economic heritage

Realization

- ★ Developing and accumulating lifestyle industries base on the heritage
- ★ Making the district showcases of the region and attracting the people from outsides

Industry

Industrializing and branding local lifestyle

Scheme

Making organization based on community

A case: Nagahama

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



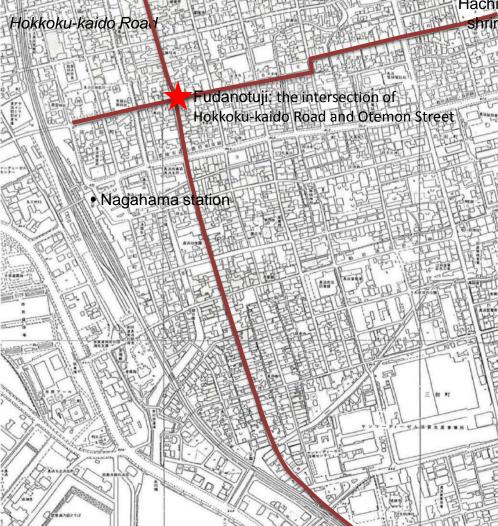
Nagahama

The city is located to the northwest of lake Biwa. The historic center was built according to the Machiya style

• Daitsu-ji temple

Naghama
 Hachimangu
 shrine





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



Hokkoku-kaido Roa

Kurokabe

Otemon-tori street

 Ngahama Hachimangu

udanotuji; the intersection of Hokkoku-kaido Road and Otemon Street







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



Behind the process <u>design</u>, <u>business</u>, and <u>scheme</u> has been implemented

★ Respecting the <u>design</u> rules, the historic streetscape, and the lifestyle of Nagahama. Protecting Machiya lifestyle of Nagahama has been always a priority affected.

Design

Inheriting historic spatial system

★ Kurokabe company has played a developer in the heart of the process

Realization

★ Glass industry has been selected as the main businesseven though it is not a local industry in Nagahama city-

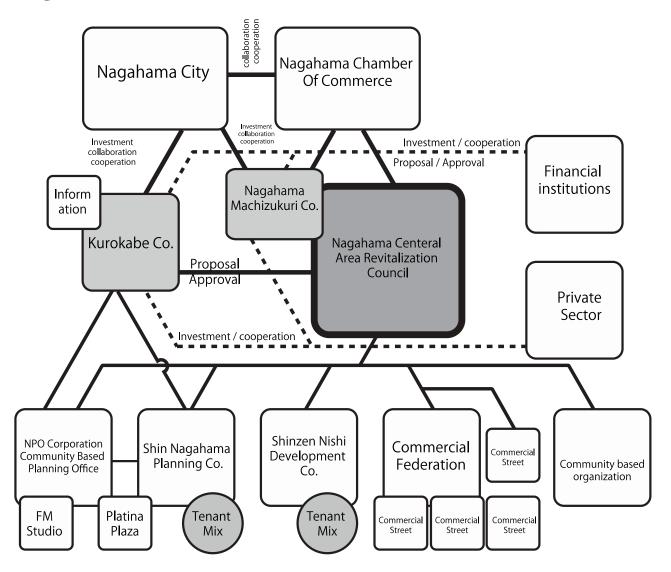
Industry

Industrializing and branding local lifestyle

Scheme

Making organization based on community

The scheme of Nagahama showing involved entities and their connections



Needs for more efforts:

1. "Albergo diffuso" style accommodation









Mix between tradition and modernity

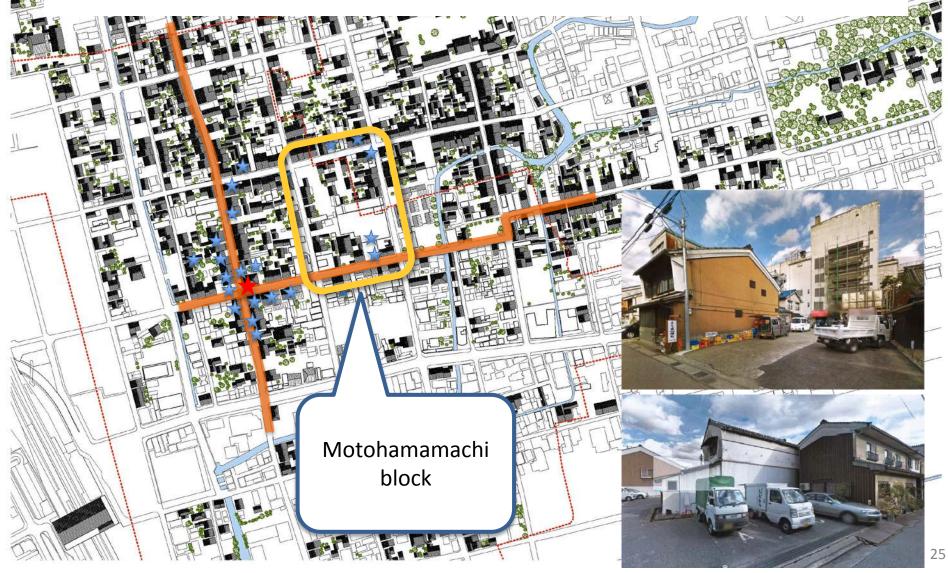


Kyoto: http://www.kyoto-machiya.com/eng/

Nagahama: http://iroha3321.com

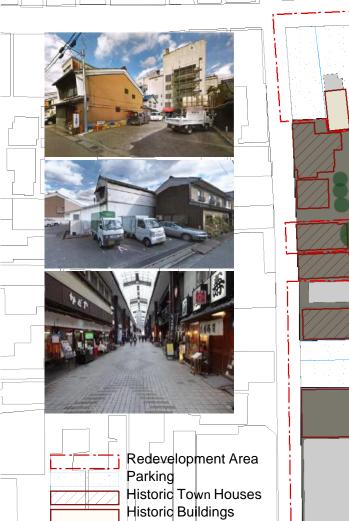
Needs for more efforts:

2. Rehabilitation of the declined block



Needs for version up of the scheme

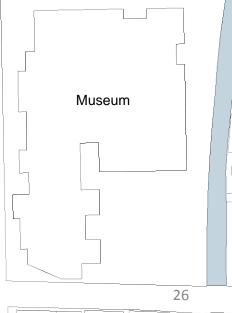
Urban Renewal Act amendment is openning the way for the integration of preservation and redevelopment projects



Another Buildings







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

Regional Empowerment for Japan's Growth

local success stories

