

Toward the Realization of Yokohama as a World City that Continues to Shine

# Yokohama City Center Waterfront Area Revitalization Master Plan

February, 2015  
Yokohama, Japan



## Introduction.

Since the opening of its port in 1859, Yokohama has developed as one of Japan's leading international port cities. The waterfront area of the city center, facing the port, is home to a concentration of business, commercial, and administrative functions, and has supported Yokohama's growth as the center of the city.

We have formulated the "Yokohama City Center Waterfront Area Revitalization Master Plan" to ensure that the waterfront area will continue to drive Yokohama's growth and shine as the face of Yokohama, a world city, into the future.

Yokohama's waterfront area has a wealth of resources that have been built up through urban development to date, including history and culture since the opening of the port, and urban space that allows people to feel close to the port and the water's edge. By taking advantage of these resources and actively promoting advanced and attractive urban development, we will strengthen the functions of the city center, which will become the vitality of the next era of international business, tourism, MICE, culture and the arts.

In this new urban development effort, we will also seek to foster diverse communities and revitalize people's activities and interactions, which will be the source of the city's vitality and creativity. We will realize a lifestyle unique to Yokohama's central waterfront area, where people from all walks of life can enjoy their days with vitality, and experience smart, healthy living and inspiring experiences and interactions.

This "Yokohama City Center Waterfront Area Revitalization Master Plan" describes such a vision for the future of the city center waterfront area in 2050. By sharing this plan with all those involved in urban development, including citizens and businesses, and by working together as an all-Yokohama team, we will realize the creation of a city of dreams.

Thank you very much for your cooperation.

February, 2015



横浜市長 林 文子



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# Purpose of Establishing a Master Plan for the Revitalization of the Urban Waterfront Area

## Why is a master plan for the revitalization of the waterfront area in the city center necessary now?

Since the opening of the port in 1859, the waterfront area of the city center has developed as the center of Yokohama. In 1965, the "Concept of Yokohama's Urban Development Future Plan (Six Major Projects)" was announced to build the backbone of Yokohama, and the creation of the Minato Mirai 21 district was initiated as a project to strengthen the city center, forming the current Yokohama city center.

Today, approximately 50 years have passed since the announcement of the "Concept of Yokohama's Urban Development Future Plan," and the following changes in social conditions are anticipated, requiring a response as Yokohama's urban development.

\*6 projects: City Center Enhancement Project, Kanazawa Land Reclamation Project, Kohoku New Town Construction Project, High Speed Rail (Subway) Construction Project, Expressway Network Construction Project, and Yokohama Port Bay Bridge Construction Project

- 人口減少・超高齢社会の到来による都市の活力低下
- 交通手段や情報通信技術の飛躍的な進歩により、人・企業がより優れた活動・生活場所を「選ぶ」時代の到来
- 市民の価値観やライフスタイルの更なる多様化
- 地球規模で進行する気候変動への対応
- 東日本大震災を契機とした災害対策、エネルギーに対する市民意識の変化
- 2020年オリンピック・パラリンピック東京大会の開催を契機とした横浜の更なる活力の向上
- 羽田空港国際化、中央新幹線（リニア）の整備など  
広域交通インフラの充実と、それに伴う都市間競争の激化 など

In addition, in 2010, the Yokohama City Inner Harbor Study Committee recommended a direction for urban development in the inner city waterfront area and inner harbor.

In order to respond to future changes in social conditions, and to **create a city center waterfront area that will continue to shine in the future as the face of a "world city" full of attractions**, a master plan for the revitalization of the city center waterfront area will be formulated with a medium- and long-term perspective. The Master Plan will serve as a **common guideline for** various parties and organizations involved in urban development, including Yokohama citizens, business operators, NPOs, and government agencies, and **will outline the future vision to be pursued and the strategies and district-specific directions for achieving that vision, in order to promote even more attractive urban development.**





■ **Target year**

2050 (\*The target year for the first phase is 2025.)

■ **Scope of Plan**

Yokohama Station area, Minato Mirai 21 area, Kannai/Kangai area, Yamashita Pier area, Higashi-Kanagawa waterfront area

Five districts are included in the scope of the plan.

**<Mindset>**

The importance of the waterfront area in the city center will further increase in order to respond to future changes in social conditions and to create Yokohama as a city of choice both domestically and internationally. Therefore, the Higashi-Kanagawa waterfront area and the Yamashita Pier area are adjacent to the Yokohama Station area, the Minato Mirai 21 area, and the Kannai and Kangai areas, and are facing the "port," Yokohama's greatest resource, and have the potential to become the recipients of new functions and facilities needed in the city center.

Add a new ward.



The Mizuho Pier area has a vast area adjacent to the waterfront area of central Tokyo, but since there is no agreement with the U.S. military to return it to Japan, it will not be used for any activities after it is returned to Japan.

We will consider the use of this system in the future.

## Positioning of the Urban Waterfront Area Revitalization Master Plan

The Master Plan for the Revitalization of the Waterfront Area of Tokyo Metropolitan Center was developed as a vision for the future of the city's waterfront area, based on the "Inner Harbor Development Concept for the Waterfront Area of Tokyo Metropolitan Center" proposed in March 2010, **national strategic projects in** recent years, and **plans currently being formulated**, while taking into account the past community development efforts in each area. The City's vision for the future of the city is formulated based on the "Inner Harbor Development Concept for the City Center Waterfront Area" proposed in March 2010.

Yokohama City Basic Concept (Long-term Vision) (March 2006)  
Yokohama City Medium-term Four-year Plan 2014~ 2017 (December 2014)

### <Superior plans, default plans, concepts, etc.>

- Higashi-Kanagawa Waterfront Area Neighborhood Reorganization and Development Plan (March 2004)
- National Art Park Concept" Proposal (January 2006)
- Yokohama City Basic Plan for Water and Greenery (December 2006)
- Minato Mirai 21 Urban Development Basic Agreement (Revised April 2009)
- Excite Yokohama 22 (December 2009)
- Kannai-Kangai Area Revitalization Promotion Plan (March 2010)
- Proposal for the "Inner Harbor Development Concept in the Waterfront Area of Central Tokyo" (March 2010)
- Yokohama City Urban Planning Master Plan (Revised overall concept, March 2013)
- Vision for Fostering Growth Areas (March 2014)
- Beautiful Harbor Landscape Formation Concept (March 2014)
- Yokohama City Minato Mirai 21 District Smart City Development Policy (March 2014)
- Basic Plan for the Development of New City Hall (March 2014)
- Port Plan (Revised December 2014) etc.

### <National Strategic Project

- Next Generation Energy and Social Systems  
Demonstration Area  
(April 2010)
- Future Environmental City (December 2011)
- International Strategic Comprehensive Special  
Zone (December 2011)
- Specific Urban Revitalization Emergency Development Area  
(January 2012)
- Global MICE Strategic City (June 2013)
- National Strategic Special Zones (May 2014)

### <Plan currently under development

- Yamashita Pier Redevelopment Master Plan  
(To be developed in 2015)

Area Revitalization Master Plan



## ■ Status of recent community development in each district

### Yokohama Station Area

The district is centered around Yokohama Station, one of the largest terminal stations in Japan, served by eight lines of six railroad companies and with approximately 2 million passengers per day. Currently, the buildings around the station are deteriorating, and based on "excite Yokohama 22" formulated in 2009, the city is promoting urban development appropriate for the gateway to an international city.



### Minato Mirai 21 District

It is a new town developed to unite the two urban centers of Yokohama (Kannai-Isezakicho district and Yokohama Station area) and to strengthen Yokohama's independence. In addition to business and commercial functions, the area is home to Pacifico Yokohama, a core MICE center, and is a popular tourist destination, attracting many visitors from Japan and abroad.



### Kannai and Kangai area

Although the district has a long history since the opening of the port, its business and commercial functions have been relatively declining in recent years. Therefore, in 2010, the "Kannai-Kangai Area Revitalization Promotion Plan" was formulated, and various efforts are being made to solve the issues in the area.



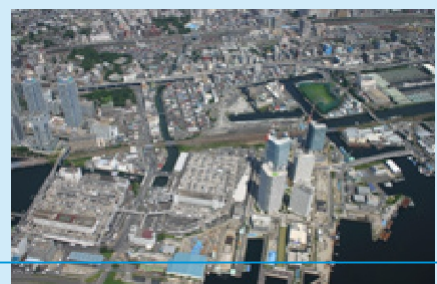
### Yamashita Pier Area

Construction of the wharf began in 1953 and was completed in 1963, and many sheds and warehouses are located there. In recent years, it has assumed a logistics function that complements the Honmoku Wharf and other major wharves. Currently, a basic plan is being studied to promote redevelopment to create a new bustling center in the waterfront area of central Tokyo.



### Higashi-Kanagawa Waterfront Area

Urban development based on the "Higashi-Kanagawa Waterfront Area Neighborhood Reorganization and Improvement Plan" formulated in 2004 has been underway, and in recent years, the Yamauchi Pier area (commonly known as Cotton Harbor) has been developed. The remains of Kanagawa Daiba and the Yokohama Central Wholesale Market are located in the area, and currently redevelopment of the area around the station and the development of the area as a whole are under consideration.



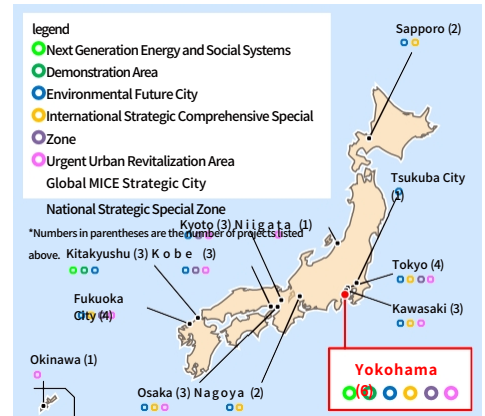
# 3

## Importance of the waterfront area in the city center

### Yokohama and the Inner-City Waterfront Area in Japan

Yokohama is a highly important city that has been designated as one of Japan's multiple national strategic projects\*1. Yokohama is a city of high importance that has been designated as one of Japan's multiple national strategic projects\*1 and is playing a leading role in Japan in terms of new functions and roles of the city, such as **"international business hub"** that drives the Japanese economy, **"environmental MICE"**.

In recent years, the city has also attracted international attention in terms of culture, as evidenced by **its selection as the first representative city of the "East Asian Cultural City,"** a city that aims to promote mutual understanding within the East Asian region and strengthen international cultural communication capabilities.



National Strategic Project Designation Status in Major Cities

1: Next Generation Energy and Social System Demonstration Area (April 2010) Future Environmental City (December 2011) International Strategic Comprehensive Special Zone (December 2011) Specified Urban Revitalization Emergency Development Area (January 2012) Global MICE Strategic City (June 2013) National Strategic Special Zone (May 2014)

### Yokohama and central Tokyo waterfront

#### area in the Tokyo metropolitan area

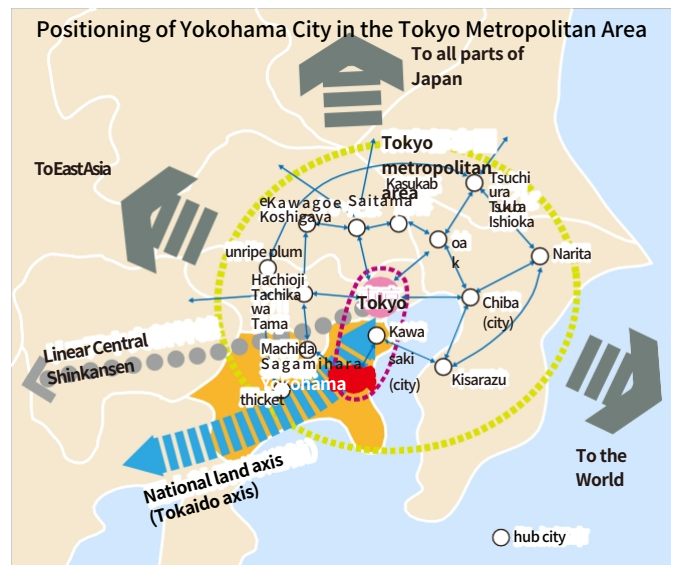
It is necessary to enhance Yokohama's unique attractiveness by taking advantage of its advantages and characteristics, while being aware of its cooperation and role-sharing with Tokyo.

The Tokyo metropolitan area is the most important metropolitan area in Japan\*1.

Yokohama is located on the national land axis connecting Tokyo to the Chubu and Kansai regions, and has been intensively developed as a core business city\*2, making it **the second largest city in Japan after Tokyo.**

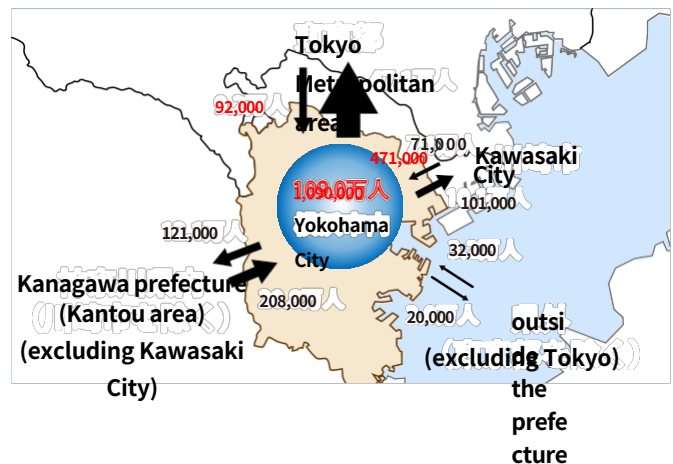
On the other hand, the percentage of Yokohama residents commuting to Tokyo for work and school remains high\*3, and as the environment for the 2020 Olympic and Paralympic Games progresses, there is a possibility that the concentration of residents in Tokyo will further increase.

In addition, Yokohama and the waterfront area of central Tokyo will have to cope with major urban structural changes associated with the future construction of the Central Shinkansen Line (linear railway).



From the Yokohama City Urban Planning Master Plan Overall Concept (2013)

#### [Travel conditions of commuters to and from work and school]



1: As of October 1, 2013, the Tokyo metropolitan area had the largest population in Japan. As of FY2010, the GDP (Gross Domestic Product) was approximately 34.2% of the total GDP. The share of the total is about 38.0% of the total. (From the 2013 Annual Report on Metropolitan Area Development)

2: As of 2009, Yokohama City has the largest share of the number of business offices and employees in the core business cities, at approximately 30.2% and 30.9%, respectively, making it the second largest concentration of business functions in the Tokyo metropolitan area after Tokyo (based on the FY2013 Metropolitan Area Development Annual Report). (From the 2013 Annual Report on Metropolitan Area Development)

3: Approximately 471,000 people commute to Tokyo for work or school, while the number of people who commute from Tokyo to Yokohama is approximately 92,000. (From the 2010 census).





## Urban waterfront area in Yokohama

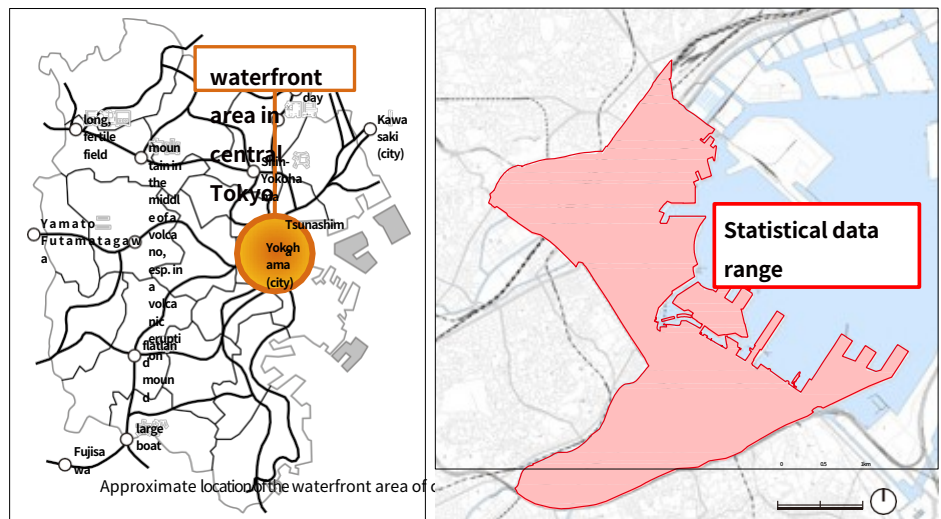
The Tokyo waterfront area is still experiencing growth in population, number of business establishments, and number of employees, and the city's past urban development efforts are bearing some fruit. On the other hand, annual merchandise sales have been declining in recent years, and efforts must be made to address this situation.

The waterfront area of the city center is the **symbolic area of the port city of Yokohama, where** the port was opened to the public and is still visited by many citizens and tourists. **It is also an area that plays a central role in Yokohama's economy**, accounting for approximately 14.6% of the city's total number of establishments, 22.6% of its total number of employees, and 30.6% of its total annual merchandise sales, although its area is only about 2.2% of the city's total area.

In recent years, the **city's** population density has increased 1.4 times that of the city as a whole, to approximately 117 persons/day.

The total area of the project is 2,860,000 ha.

On the other hand, there is a situation where, generally over the past 10 years, annual merchandise sales and sales per square meter of sales floor space have declined significantly.



Statistical data for the Tokyo waterfront area and the city of Yokohama

	waterfront area in central Tokyo	Roughly the past 10 years (Tokyo waterfront area)	City of Yokohama	Percentage of Tokyo waterfront area accounted for (Waterfront area in central Tokyo / Yokohama City)
area	Approx. 942 ha	-	Approx. 43,738 ha	Approx. 2.2
Population*	Approx. 110,000	Increase of approx. 30,000	Approx. 3.7 million	Approx. 3.0
population density	Approx. 117 persons/ha	Increase of approx. 1.4 times	Approx. 85 persons/ha	Approx. 1.4 times
Number of	Approximately 70,000 households	Approx. 20,000 more households	Approximately 1.7 million households	Approx. 4.1
Foreign	Approx. 7,000	Increase of approx. 500	Approx. 53 thousand people	Approx. 13.2
Number of	Approx. 18,000 companies	Approx. 600 more companies	Approx. 123,000 companies	Approx. 14.6
Number of	Approx. 350,000	Increase of approx. 70,000	Approximately 1.55 million people	Approx. 22.6
Annual product	Approx. 3.0 trillion yen	Decrease approx. 1.1 trillion yen	Approx. 9.8 trillion yen	Approx. 30.6
Sales floor	Approx. 530,000 m <sup>2</sup>	Approx. 110,000 m <sup>2</sup> Increase	Approx. 2.88 million m <sup>2</sup>	Approx. 18.4

# 3

## Importance of the waterfront area in the city center

\*1: From Yokohama City Basic Resident Ledger (January 31, 2003 and January 31, 2013)

\*2: From the census (2000 and 2010)

\*3: Based on the Survey of Establishments and Enterprises (2001) and the Basic Survey of Economic Census (2009).

\*4: From the Survey of Commercial Statistics (1997 and 2007), Ministry of Economy, Trade and Industry



# Characteristics of the Tokyo waterfront area

## waterfront area

### ■ Past urban development in the waterfront area of central Tokyo

Since the opening of the port in 1859, the city's waterfront area has developed along with the port, and in the midst of various changes in social conditions, Yokohama has developed a progressive and unique urban development that proactively adopts new things with an **"enterprising spirit"** to meet the demands of the times.

Opening of the Port of Yokohama (1859)

Developing as a leading international port city in Japan

Yokohama became a center of trade with foreign countries when it opened its port to the outside world, and it has been filled with people, goods, money, information, and culture from all over the world. The Kannai area, which is now the center of the city, was the birthplace of a foreign settlement, and the creation of a cosmopolitan urban area, as well as the introduction of modern technology by foreign engineers, led to the development of a city ahead of its time.

In addition, even during the various difficult times that we have faced in the midst of changing social conditions, we have been able to develop a newer community for the future.

#### Social conditions related to Yokohama

Port of Yokohama opens and Yokohama trade develops, centering on raw silk ●Railway opens between Shimbashi and Yokohama

Formation of the Keihin Industrial Zone  
confiscation

The Great Kanto Earthquake, the Yokohama Air Raid, and  
The Great Kanto Earthquake, the Great Yokohama Air

Raid, seizure, etc.

#### Community Development Initiatives

Development of foreign settlement areas

Introduction of the most advanced technology of the time, including railroads, telegraph, gas light, water supply, and sewage systems

Introduction of district designations that pioneered the use of zoning

Development of Yamashita Park (reconstruction project after the Great Kanto Earthquake), etc.



Interaction at a foreigner's trading house

\*Source 1

Landscape of a modernizing city

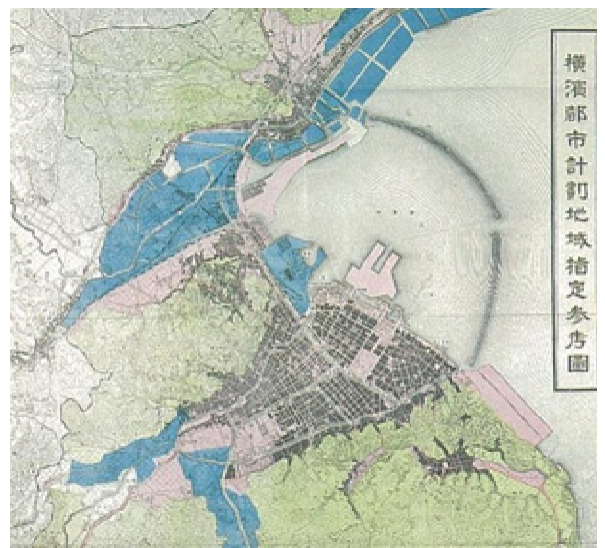
\*Source 2



Osan Bridge, where trading ships enter

\*Source 3

and leave



横浜郡市計画地域指定参考図



Source 4

Source 5

Development of Yamashita Park  
Yokohama City Planning Area Designation  
Reference Map (partial), ca.1922

## 4 Characteristics of the waterfront area in the city center



[Presentation of new urban development concepts (including six major projects) (1965-present)]

### Formation of a new Yokohama city center open to the port through qualitative

While Yokohama entered a period of rapid economic growth, various urban problems arose, and it was proposed to promote the "Six Major Projects" that would create the framework of the current city. The new Yokohama city center was formed by integrating the Kannai and Kangai districts and the Yokohama Station area, which had been divided at the time. In addition, the city has been developing ahead of its time by introducing urban design techniques that balance functionality with aesthetics and humanity, and by becoming a "Creative City Yokohama" that makes use of the creativity of "culture and art" in city planning.

#### Social conditions related to Yokohama

High economic growth and the emergence of urban problems

Urban sprawl

#### Community Development Initiatives

<Late 1960s-> Urban center enhancement projects (one of the six major projects) introduction of urban design methods

<1970's-> Implementation of the Yokohama method of guiding the streets and developing the city by making the most of its history.

● <1980's~> Minato Mirai 21 Project begins construction, Yokohama Expo (YES'89) opens

<1990s-> Pacifico Yokohama and Yokohama Landmark Tower open

Tokaido Shinkansen begins service

Highly efficient port logistics

Becoming a bedroom community for Tokyo



Creation of a green urban axis



Michael LANDY, Art Bin, 2010/2014. Photo: KATO Ken Photo courtesy of Organizing Committee for Yokohama Triennale





Public Space Design

Utilization of historical buildings

Urban center integrated by the urban center enhancement project



## 4 Characteristics of the waterfront area in the city center

### ■ City resources that attract people from around the world

In the waterfront area of the city center, **"Yokohama's unique resources that attract a diverse range of people"** have been built up through a series of progressive urban development projects in each era.

#### Resources (1) History and culture of Yokohama, a port city where the real thing remains

Since the opening of the Port of Yokohama, the city has developed as the center of Yokohama, and the history and culture of the port city are still alive in the waterfront area of the city center. The city is also dotted with restaurants and bars with an exotic atmosphere, creating a cosmopolitan atmosphere unique to the port's opening to the world.

As valuable resources that convey the uniqueness of Yokohama, they are being preserved and utilized in city planning in cooperation with the cultural property system, and are still familiar to many people today.

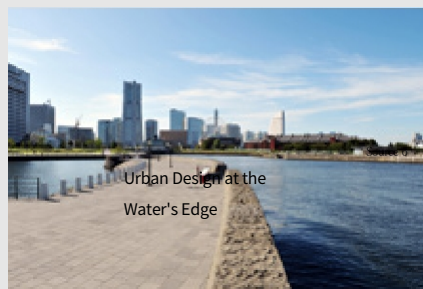
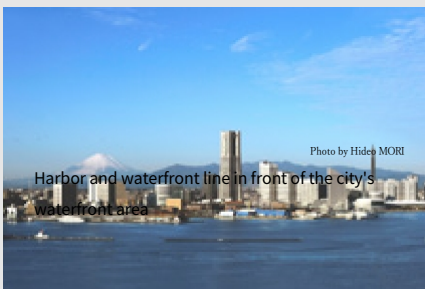


#### Resource 2) Rich urban space with a close proximity to the harbor and waterfront

Taking advantage of the unique location characteristics of the city center waterfront area, where the port and the city center are adjacent to each other, we have worked to open up the waterfront line in our urban development, actively develop parks, green areas, and public spaces, and create a beautiful skyline with the port in mind. As a result, the unique space and landscape of the city center waterfront area, which connects the city center, the port, and the waterfront line, is widely recognized as a major attraction that constitutes the Yokohama brand<sup>1</sup>. Urban design efforts are also being developed in the city that make the most of local charm and individuality, creating an environmentally rich urban space that is both beautiful and enjoyable<sup>2</sup>.

1: "Close proximity to the sea and harbor" is the number one attraction of Yokohama City (based on a 2013 survey of Yokohama City residents' attitudes).

2: "Cityscape and scenery" is No. 1 in "Attractiveness of Yokohama City" (based on the 2012 Survey of Attitudes and Behaviors Concerning the City of Yokohama).







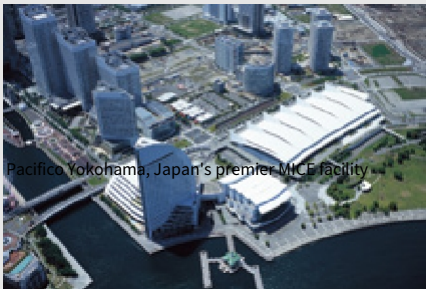
**Resource 3) Diverse urban center functions concentrated in a compact location**

The Minato Mirai 21 district and the Yokohama Station area have a compact concentration of urban functions that drive the Yokohama economy, including business centers where international companies are located, wide-area commercial centers, and some of the largest convention facilities in Japan.

In the Kannai and Kangai areas, there is a concentration of various functions that support the city's activities, including long-established local industries and neighborhoods rich in character.



Business hub where international companies are located



Pacifico Yokohama, Japan's premier MICE facility



Commercial facilities that attract people from a wide area

**Resources ④ Yokohama's unique liveliness and active citizenship**

As the port city that opened its doors to the world, Yokohama has brought in a wide variety of people, goods, and culture, and the city's waterfront area has developed a culture of pride and attachment to the city and a proactive approach to community development. As a result, Yokohama is a vibrant city with a shopping district full of individuality and charm, and a variety of events held throughout the year.

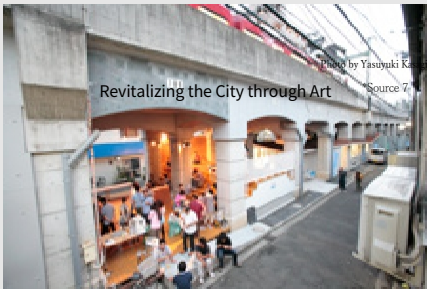
As the center of "Yokohama," which boasts the second largest population in Japan, it has become a place where many people gather and engage in activities, and in recent years, it has especially attracted a concentration of artists and creators.



Organizing Events



Activities of Artists and Creators



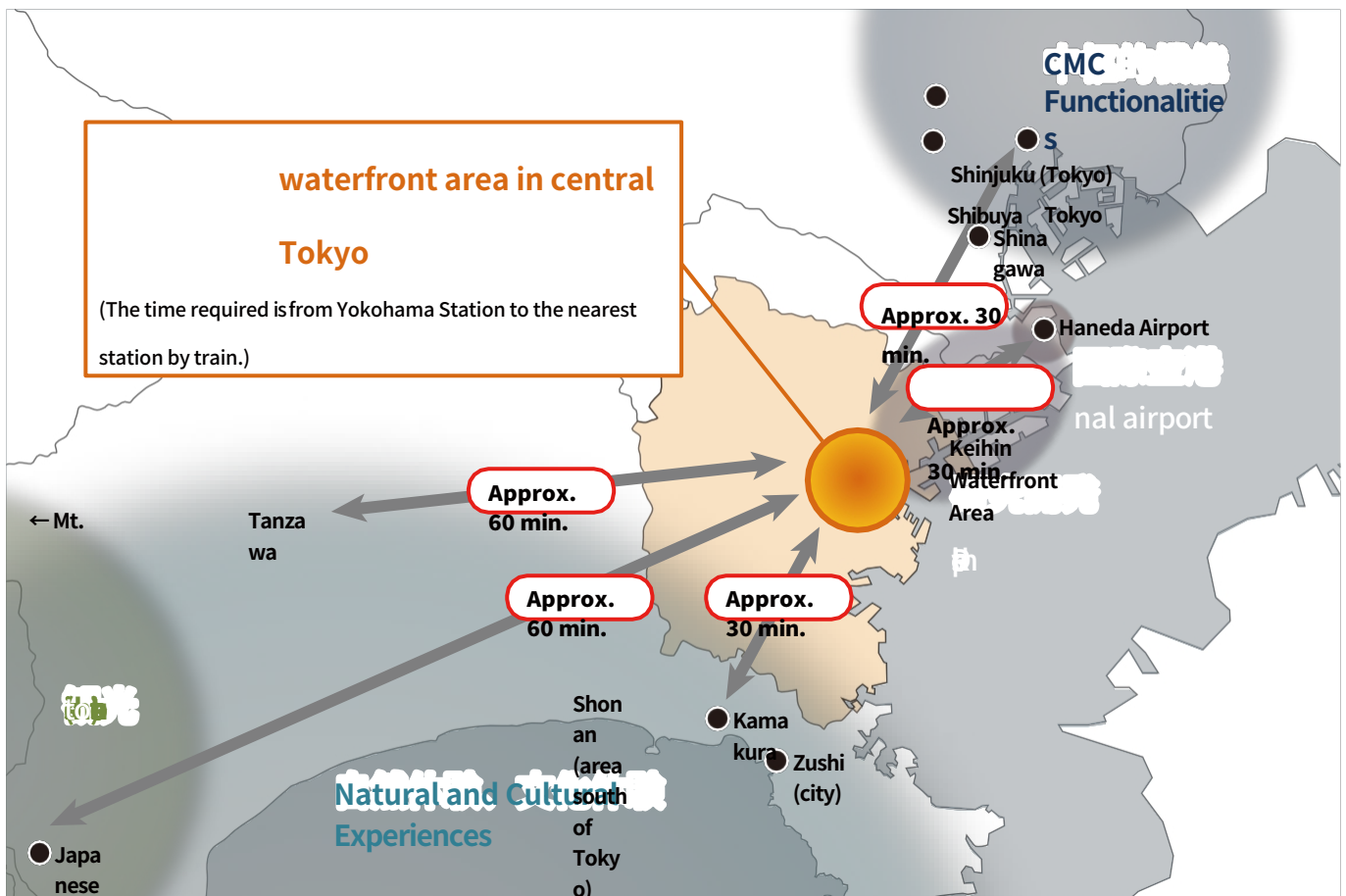
Revitalizing the City through Art

Photo by Yasuyuki K. Source 7

## 4 Characteristics of the waterfront area in the city center

### Favorable Location Characteristics

The Tokyo waterfront area **has excellent** accessibility to Haneda Airport and **an excellent business environment** in close proximity to Tokyo, the capital of Japan's central functions, and the Keihin waterfront area, a research and development center for growth fields. **The area is located in the center of a region that has a variety of resources that enrich people's lives, including rich natural experiences such as the beautiful ocean and majestic mountains, and cultural experiences that are unique to Japan.** By collaborating with these districts, we will be able to improve the attractiveness of the waterfront area of central Tokyo by developing various businesses, attracting tourists, and providing a fulfilling lifestyle that is favored by foreign workers.



### Hakone, Mt. Fuji area

#### Tourist destinations where you can

#### experience the uniqueness of our country

Beginning with hot springs, a culture unique to our country

The city is home to a variety of tourist attractions and resources, including the following

Footsteps to Hakone, a popular tourist and recreation



area

It is located in a location that is easy to transport the

In addition, as a symbolic landscape of our country

It is widely known both inside and outside of Japan, and is also accessible to Mt.

It is located in an easy ccess location.



Hakone attracts many people from Japan and abroad.



Fuji registered as a World Heritage Site

## 4 Characteristics of the waterfront area in the city center

### Tokyo, Shinagawa, Shibuya, Shinjuku

#### Tokyo, the capital city with central functions

The area is also home to Tokyo's central business functions, Tokyo Station, which is a wide-area terminal station in Japan, Shinagawa, which will become a wide-area transportation terminal to the Kansai region with the opening of the Central Shinkansen Line (linear train), Shibuya, which is undergoing functional renewal as a town where various entertainment and fun for adults gather, and Shinjuku, which is one of Japan's leading business areas. Access to major areas of Tokyo in about 30 minutes.

It is located in a location where it is possible to



Tokyo, where central business functions are concentrated



The Central Shinkansen (linear) line development is Shinagawa planned



Entertainment Gathers Shibuya, where functional updates are in progress



Shinjuku, a business area

### Keihin Waterfront Area

#### Clustering center for research and development functions

##### functions

The Keihin Waterfront Area, which developed as the Keihin Industrial Zone, is home to not only production functions but also research and development



functions in fields

### Yokohama, Zushi, Tanzawa, Kamakura area

that are expected to grow in the future, such as the region that offers rich natural and cultural experiences that enrich our lives.

It has excellent accessibility to areas where one can enjoy healthy activities, such as Shonan with its beautiful beaches, Zushi as a base for marine leisure activities such as cruising, and Tanzawa where one can enjoy various mountain recreational activities.

The company is a hub for R&D functions.

In addition, the city offers a different historical experience from that of a port town, and in recent years, together with Shomyoji Temple in Yokohama, it has been registered as a World Heritage site for its historical buildings.

It also has excellent accessibility to Kamakura, the ancient capital of Japan, which is our goal.



Shonan with its beautiful beaches



Zushi, a hub of marine leisure activities the richness of nature



Tanzawa, where you can experience



Kamakura, where the history of the ancient capital remains

### Haneda Airport

#### International Airports Connecting to the World

With internationalization and 24-hour service, the number of flights is increasing and Haneda Airport, the gateway to the world, is only about 30 minutes away.



Internationalization of Haneda Airport

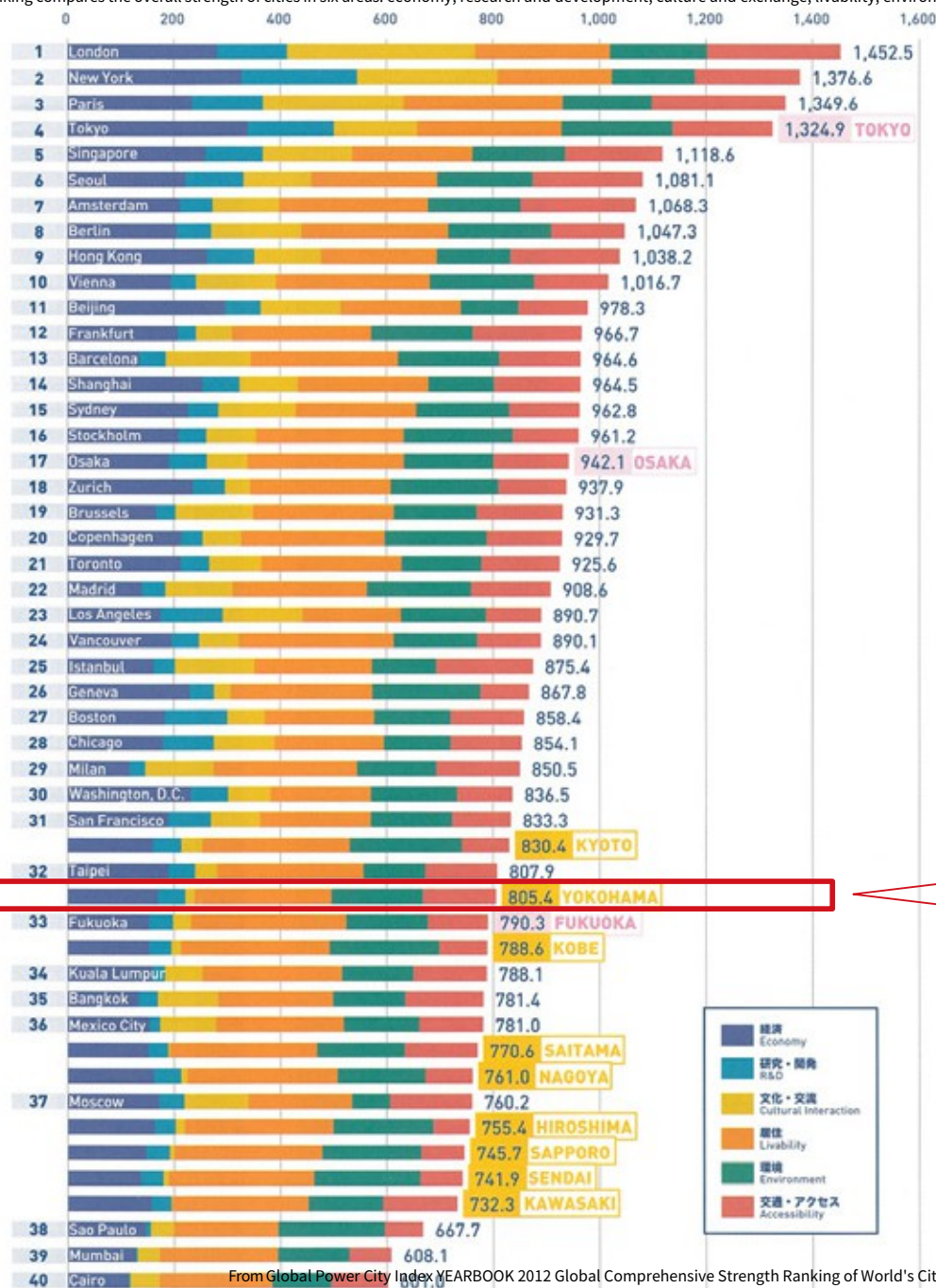


## Yokohama and the waterfront area of central Tokyo compared to other world cities

Yokohama and the waterfront area of central Tokyo are blessed with a rich surrounding environment and a concentration of various city resources. However, according to the Global Power City Index YEARBOOK 2012 (\*) by the Mori Memorial Foundation, **Yokohama's overall urban power is ranked 32nd in the world (equivalent to Taipei)** when compared to 40 major cities that represent the world. The Mori Memorial Foundation's **Global Power City Index YEARBOOK 2012(\*) ranks Yokohama 32nd (Taipei) in the world in terms of comprehensive urban power.**

In the evaluation by field, compared to other cities, the **"Livability" and "Environment" fields are rated highly, while the "Economy" and "Cultural Interaction" fields are not rated highly enough.**

The ranking compares the overall strength of cities in six areas: economy, research and development, culture and exchange, livability, environment, and transportation and accessibility.



In particular, the cultural and exchange field was rated low in the following areas, and efforts to increase inbound tourism is a particular challenge.

- Exchange and cultural transmission capabilities
- Facilities that Attract Customers
- Acceptance Environment
- Exchange Achievements etc.

From Global Power City Index YEARBOOK 2012 Global Comprehensive Strength Ranking of World's Cities

## 4 Characteristics of the waterfront area in the city center

### Reference] Advanced Town Development Overseas

Among the world's leading major cities, five cities were selected for two reasons: they have a port like Yokohama, and they are highly rated in the areas of "economy" and "culture and exchange." The following is a summary of their recent city planning efforts and characteristics.

#### ■ Cities with high reputation in the economic sector (New York, London, Singapore)

(1) Responding to international business

(2) Diversification and complexification of city center functions

(3) Developing international competitiveness through MICE

#### ■ Cities with high reputation in the field of culture and exchange (London, New York, Singapore, Barcelona)

In addition to the above initiatives, ④ Implement initiatives that attract global attention, such as history, cultural arts, and entertainment

### London

As one of the world's leading cultural centers as well as an international business center, the creative industries are being promoted. In recent years, in conjunction with the 2012 Olympic Games, the city has developed an international cultural program that takes advantage of British culture and arts, including a large-scale arts festival during the Games and an international theater festival on the theme of British literature.



Modern



and historical buildings coexist in the city



The British Museum, the world's largest museum

### New York City

As the largest city in the U.S. and the world's financial center, the city is attracting international business, and is also attracting international limelight due to the concentration of commercial, cultural, fashion, sports, and entertainment functions. In recent years, private organizations have been developing the city through the use of public spaces.



View of Manhattan (left: Downtown, center: Times Square, right: public spaces)

### Singapore

5th in ranking, 6th economy, 5th in culture and exchange

As a hub city for economic, logistical, and human resource exchange, it is considered one of the central hubs for international business and exchange in Asia. As a marketing strategy, the city is focusing on the country's major industrial sectors, introducing an integrated resort (IR), and attracting and promoting business events (MICE) such as international conferences and exhibitions. We are actively promoting the holding of this event.



### Barcelona 13th in ranking, 6th in culture and exchange

As a creative city with a concentration of world heritage sites, the city is being revitalized as a cultural and artistic creative city, making the most of its history and cultural arts.



Urban development centered on history, culture and the arts

### Sydney 15th in ranking, 13th in culture and exchange

The development of the waterfront area represented by the Opera House has made it one of the most beautiful cities in the world, and many people is visiting.





In 2050, **cities** will have entered a turning point from the era of rapid growth, with a declining population and a hyper-aged society, and **cities are** expected **to be less dynamic than** they are today, with a shrinking working-age population. In addition, with the rapid progress of information and communication technology and the improvement of transportation convenience, **people will** have more opportunities to **choose cities as** better places to do business and live, and **competition among cities is** expected **to further increase**, with people concentrating in the most attractive cities and weeding out the less attractive cities.

In light of these social conditions, it is important to **"become the city center of choice for people"** in urban development toward 2050.

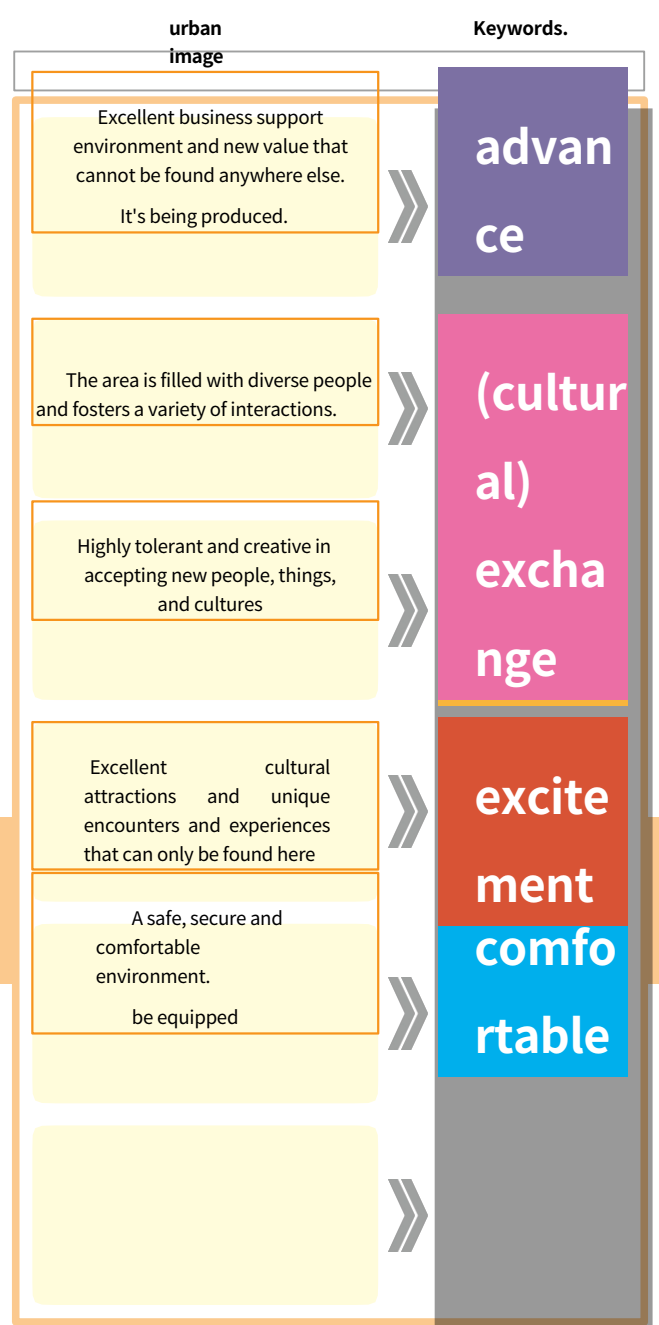
This will be important in enhancing the vitality of Yokohama. By becoming the city center of choice and attracting a greater concentration of "people," "goods" and "services" will increase.

The concept of "A town that people can choose to live in."

Key Points for Selecting a City

	Points of Emphasis*
<p><b>business (Management)</b></p> 	<ul style="list-style-type: none"> <li>Clustering of companies, business transactions, etc.</li> <li>Business Growth and Tolerance</li> <li>Business Environment</li> <li>Abundance of human resources</li> <li>For families and employees</li> <li>Good environment</li> </ul>
<p><b>tourist</b></p> 	<ul style="list-style-type: none"> <li>Cultural Attractions/Experience</li> <li>Opportunities</li> <li>Well-developed tourism resources</li> <li>Accommodations above a certain level</li> <li>Dining and shopping attractions and prices</li> </ul>
<p><b>Artists and Creators</b></p> 	<ul style="list-style-type: none"> <li>Ease of travel to destination</li> <li>Cultural Stimulation</li> <li>Concentration of artists and creators</li> <li>Business Market Existence</li> <li>Creative Environment</li> <li>livability</li> </ul>
<p><b>person who lives on (e.g. situation, income, place) (Workers and residents)</b></p> 	<ul style="list-style-type: none"> <li>Working and living environment</li> <li>Leisure activities</li> <li>educational environment</li> <li>Medical standards</li> <li>Safety and Security</li> </ul>

Key words and images of cities to be selected







play  
an  
active  
role

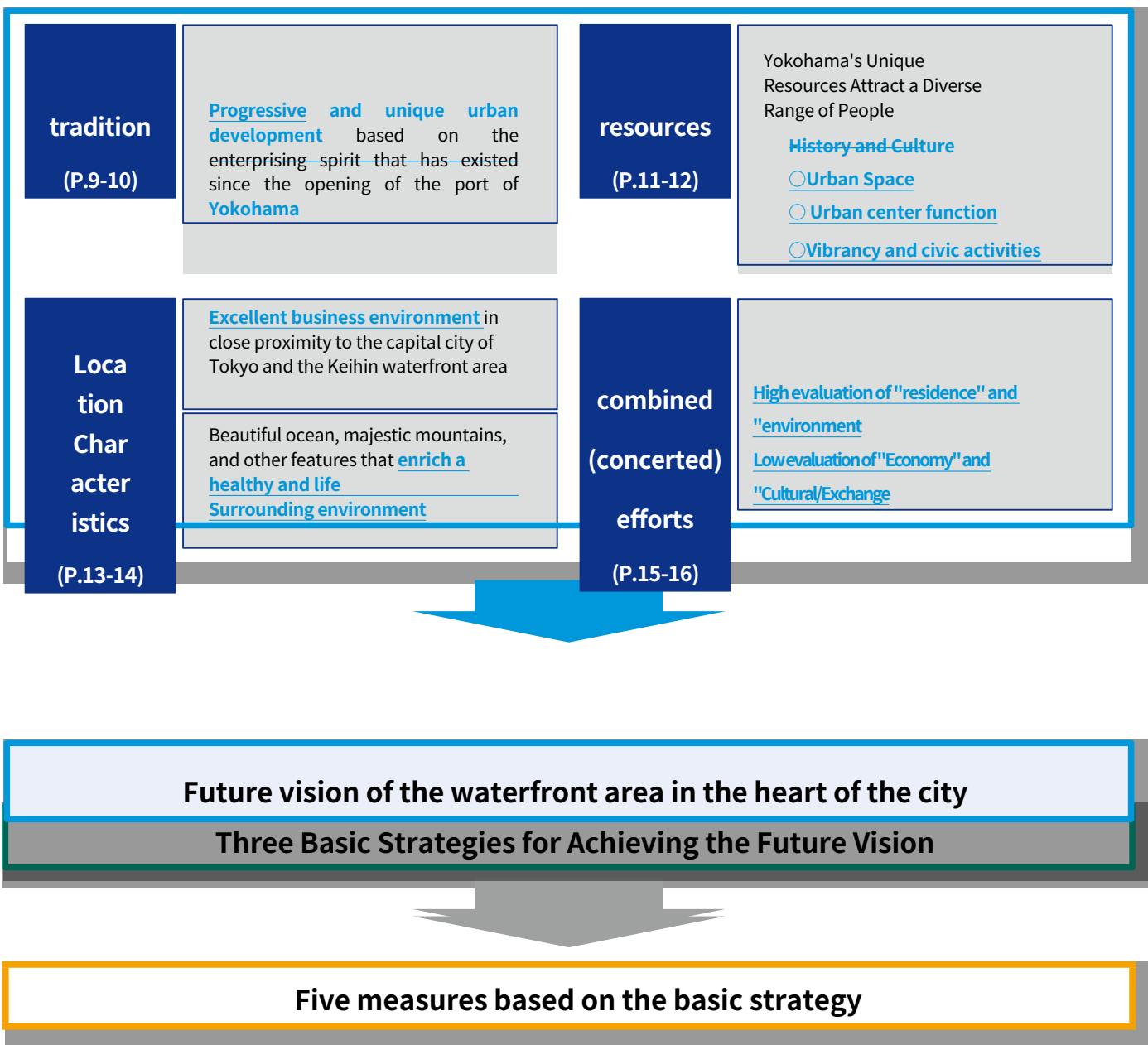
The ability to engage in a variety of activities, including leisure time activities, for which each individual has a specific purpose and can play an active role.

Global Power City Index YEARBOOK 2012 Global Urban Comprehensive Power Ranking by Actor

<In addition, synergistic effects and ripple effects are expected in the surrounding areas and suburbs, such as "increased value as a place to work and live" and "enhanced lifestyles".

Therefore, in the waterfront area of the city center, we will aim to create a vibrant city center by 2050 by taking advantage of the potential nurtured through past urban development efforts, further developing Yokohama's unique attractions, and strategically developing urban development that will be chosen by the people of Yokohama. In addition, we will develop a "vision for the future" and implement city planning based on "basic strategies" and "measures" to realize this vision.

● Characteristics of the waterfront area of central Tokyo (from p. 9~ p. 16)





5

Approach to Strengthening the  
Urban Waterfront Area  
Future Vision of the

Tokyo Waterfront Area

In order to respond to changes in social conditions toward 2050 and to become **"the city center of choice for people,"** the future vision for the waterfront area of the city center is defined as follows.

Future Vision for the Year 2050

A new urban center where the world's attention is focused and  
Yokohama is a destination.

advance

Advanced urban center for innovation from Yokohama

- The advanced urban development that has attracted the world's attention has resulted in a concentration of various human resources and the birth of innovations originating from Yokohama.
  - The headquarters of listed and global companies in fields that will drive Yokohama's development in the next era, such as medicine, the environment, and energy, are concentrated here, creating a new business hub.
  - Support for overseas city development through the Y-PORT project\* and other programs, and the development of overseas infrastructure business by companies in the city are progressing.
- International technical cooperation through public-private partnerships utilizing Yokohama's resources and technologies.



(cultu

A center for international exchange where many people from Japan and abroad visit, work, play and live.

文化・芸術により、国際会議や展示会等が多数開催されるアジア唯一のMICE拠点都市  
認定されている。  
① 交通利便性が向上し、昼夜不休問わず国内外から幅広い世代の観光客が訪れ、賑わっ

- Through the enhancement and expansion of its tourism and MICE functions, the city is recognized around the world as Asia's premier MICE center, where numerous international conferences and exhibitions are held.
- With improved accessibility to the attractive waterfront line, the area is bustling with visitors of all ages from Japan and abroad, day and night, on weekends and holidays.
- Yokohama's past experience in advanced problem-solving initiatives has been shared with the world, contributing to the further development of Asia.



creati

A creative city center that enhances and transmits new values and attractions of  
Yokohama through culture and the arts.

- The creative civic force is further enhanced by exchanges with artists and creators active in Yokohama.
- With more and more places for artists and creators to work, Yokohama has established a unique position as a part of the Yokohama economy.
- Through the activities of artists and creators, an atmosphere of



creativity is created in the city, enhancing its presence as a unique attraction of Yokohama.

Photo by Yasuyuki Kasagi \*Source 7



~ Realization of a new Yokohama lifestyle centered on the waterfront area in the heart of the city ~

excite  
ment

An inspiring urban center where you can enjoy an active urban life amidst history and culture since the opening of the port.

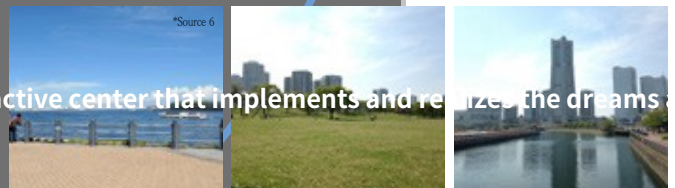
- 歴史が色濃く残づく建物や街並みが大切にされ、それと触れる機会ならではの体験は、続々と生まれています。  
The buildings and cityscapes that are steeped in history are cherished, and the unique experience of coming into contact with them continues to move people.
- An All in One environment where urban functions are compactly concentrated and new and local attractions are fused together to create a fulfilling work style and lifestyle for each and every one of us.  
一人が楽しめたワークスタイル・ライフスタイル  
The company has achieved a
- Yokohama's unique artistic experiences, events, shopping, dining, and other amenities make each day feel special.



comfor

A humanistic, open and comfortable urban center surrounded by abundant waterfront, greenery and beautiful urban design

- The creation of a safe, secure, and comfortable urban space where everyone can feel close to nature, such as the waterfront, greenery, and breezes.  
The company has been a member of the "Japan Association for the Promotion of Science" (JACS).
- Yokohama's urban design, which incorporates aesthetic and human values into city planning, is familiar to citizens and attracts people.  
The city continues to attract attention, with numerous delegations of visitors, for its new challenges based on an enterprising spirit, such as environmental city planning and urban design, which have been highly acclaimed both domestically and internationally.



play

an active center that implements and realizes the dreams of citizens

an

active

role

- スポーツ、アート、音楽など身近に体験できる環境で、次の世代を担う子どもが可能性を試せるまちとなっている。
- The next generation of children will be able to develop their dreams and aspirations in an environment where they can experience excellent music, art, sports, and other activities close at hand.
- 様々な市民参加の機会として、多様な活動・交流が生まれるまち。市民参加のまちづくりが、まちづくりの核となっており、まちづくりの核となっており、まちづくりの核となっている。
- Various civic activities have been activated by children, the elderly, and foreigners, and have become a major force in supporting Yokohama's urban development.



As diverse activities and exchanges take place in the waterfront area of the city center, citizens' attachment to and pride in Yokohama are deepening.



# 5

## Approach to Strengthening the Urban Waterfront Area

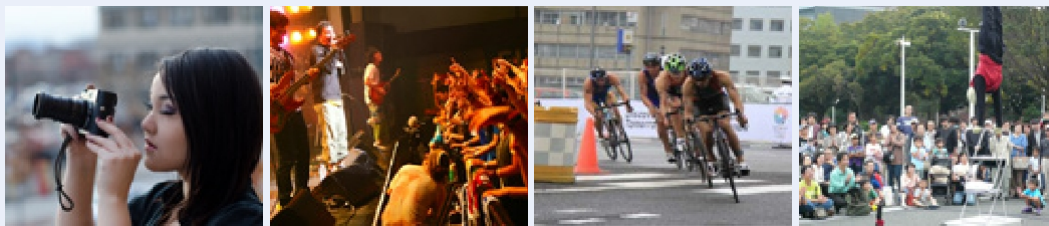
### Development of basic strategies and measures to realize the future vision

To realize "a new urban center that attracts the world's attention and makes Yokohama a destination," we will work on the following "three basic strategies" and "five measures" based on these strategies.

Future Vision for the Year 2050

**A new urban center where the world's attention is focused and  
Yokohama is a destination.**

~ Realization of a new Yokohama lifestyle centered on the waterfront area in the heart of the city ~



## Three Basic Strategies for Achieving the Future

Basic Strategy

1

Creating businesses and industries that will drive Yokohama's vitality in the next era



Basic Strategy

2

Creating Yokohama-style lifestyles that are rich in creativity and civic power



Basic Strategy

3

Urban center development that develops together with the port by connecting the attractions of a town with rich individuality







**Measure (1)**

**Spaces and bases**

**Formation of spaces and bases that attract people from all over the world**

- 
- 
- 

**Enhancement of a variety of transportation systems to enjoy the city**

- 

**Creating a smart environment that leads the world**

- 
- 

**Realization of a disaster-resistant waterfront area in the city center**

-

Measure (5)

Community

Enhancement of mechanisms and systems for urban activity bearers to play an active role

- 横浜経済を支えるビジネス・生活環境の整備  
都市デザインによる創造性豊かな空間づくり  
人々を惹き付ける新たな拠点づくり

回遊性を高めるネットワークの強化

回遊性を高めるネットワークの強化：  
主要な交通インフラ、歩行者・パーソナルモビリティ

海を意識した水・緑・風の環境づくり

海を意識した水・緑・風の環境づくり  
最先端技術等の導入による環境負荷低減

防災・減災の多重化による安全・安心づくり

防災・減災の多重化による安全・安心づくり

多様な担い手の参画による新しい都心づくり

多様な担い手の参画による新しい都心づくり



In addition to the business and commercial functions that play a central role in the city center, the potential of the waterfront area in the city center will be utilized to **strengthen the city center functions from the three perspectives of "international business," "hospitality," and "creativity" to create innovative businesses originating from Yokohama and to promote creative industries.** By strengthening city center functions from the three perspectives of "international business," "hospitality," and "creativity," we will create innovative businesses originating from Yokohama, promote creative industries, and revitalize businesses and industries that will be the lifeblood of Yokohama in the next era.

In addition, to take **advantage of advanced information and communication technologies that** are ahead of their time, and to respond to the globalization of industry,

## Perspectives on Enhancing the Potential of the Waterfront Area of Central Tokyo

### Potential of the waterfront area of central Tokyo

Designated as multiple national strategic projects and  
Location of listed companies, foreign companies, etc.

Keihin Waterfront Area<sup>1)</sup>  
Proximity to Sawa Industrial Park Area

In recent years, the company's spirit of enterprising  
spirit has been alive and well, and in recent years, the  
company has been working to develop advanced  
technologies.

Conduct various social experiments and other activities  
related to the introduction of

Excellent accessibility to Tokyo and Haneda Airport, etc,  
Location Advantages

Number of international conferences held and  
total number of participants by institution NO.1

Pacifico Yokohama in

In major tourist destinations in the country where many  
tourists visit.

There is a concentration of tourist resources that attract  
people to the area.

The city has developed policies to create a creative city  
for culture and the arts, and has established a number of

Artists and creators in action

Uniquely attractive through urban design  
Existence of urban space

1: Next Generation Energy and Social System Demonstration Area, Future Environmental City, International Strategic Comprehensive Special Zone, Specific Urban Revitalization Emergency Development Area, Global MICE Strategic City, National Strategic Special Zone

2: From "2013 International Conference Statistics" by Japan National Tourism Organization

### Three perspectives to enhance Yokohama's unique urban functions



#### International Business

IT, medical care, environment, energy, etc., advanced technology, research and development, etc.

[Point of reinforcement].

- Actively attract global companies and human resources, and support the international expansion of companies in the city
- Enhance the business environment by promoting national strategic projects
- Cooperation with R&D centers in the Keihin Waterfront Area, Kanazawa Industrial Park and surrounding areas, etc.
- Business support that takes advantage of the unique characteristics of the city center waterfront area, including support for large-scale social experiments
- Creating an environment where foreign workers like to live and work in close proximity to each other
- Reinforcement of the system and creation of an environment to accept family members of foreign workers and foreign students

- Develop human resources through collaboration with universities and other institutions



#### Hospitality

Tourism, Entertainment, MICE, etc.

[Point of reinforcement].

- Creating and communicating attractions that increase inbound as well as domestic demand, and fostering civic awareness that welcomes visitors to the city.
- Attract more tourists (especially foreign tourists) and business travelers by strengthening the MICE function, which is one of Yokohama's strengths, and by attracting IR (integrated resorts).
- Concentration of one-of-a-kind sightseeing, entertainment, and sports facilities where visitors can learn, enjoy, and interact with each other.
- Improvement of the reception environment for visitors to stay and tour the city safely and comfortably by attracting hotels, etc., and providing convenient access.
- Creating an environment for enjoying food and nightlife unique to Yokohama

- Developing multilingual and multicultural human resources



#### Creativity

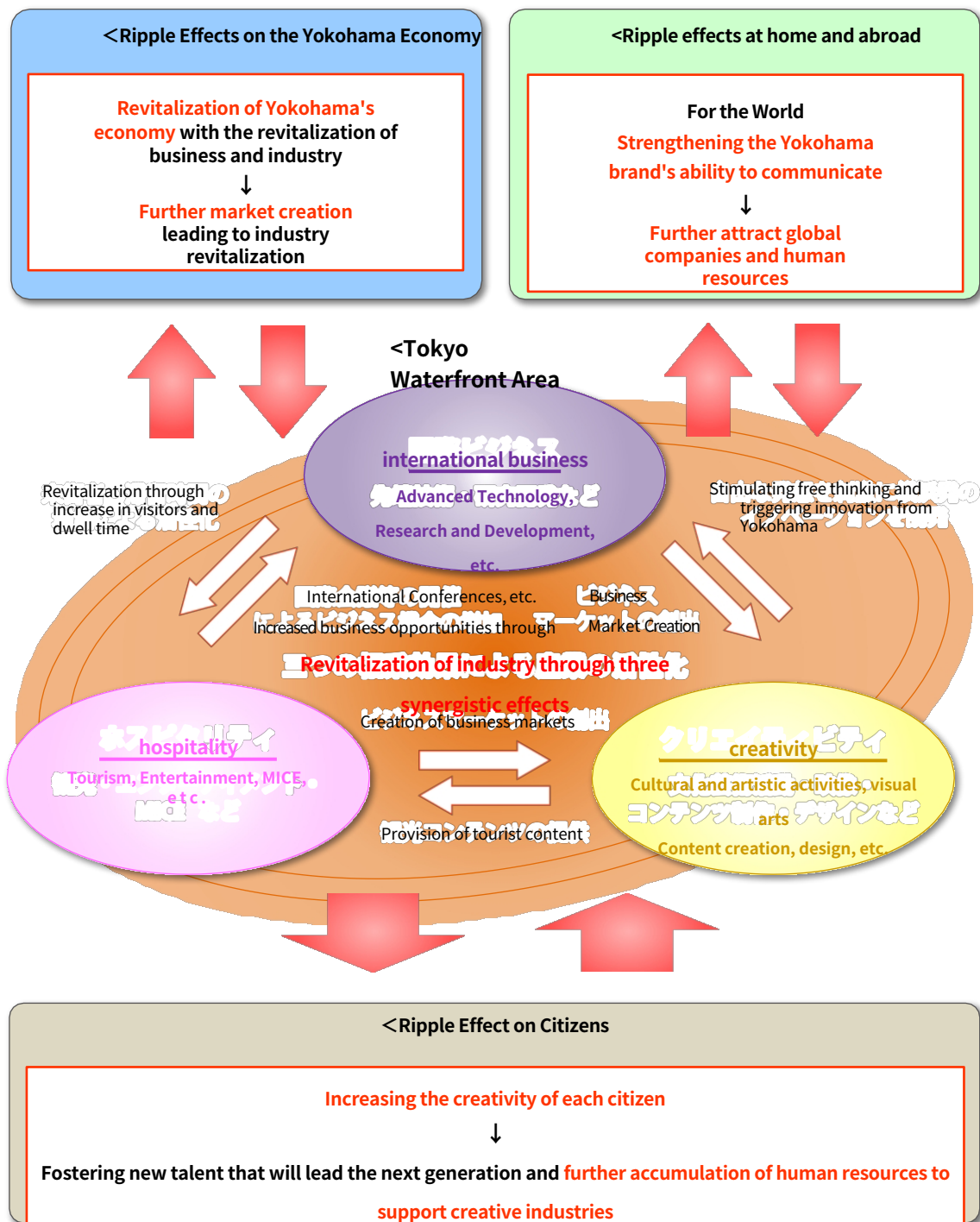
Cultural and artistic activities, video, content production, design, etc.

[Point of reinforcement].

- Promote the implementation of creative activities by artists and creators as independent and growing businesses through business matching and the creation of new markets.
- Creation of creative spaces utilizing Yokohama's unique regional resources, and active cultivation and attraction of human resources and organizations that will be the bearers of creativity.
- Promoting Yokohama's culture and arts in Japan and abroad, and promoting mutual understanding and international exchange with Asian countries
- Enhance creativity by expanding opportunities for interaction with diverse people

We will **promote industry-academia collaboration, develop international schools, and enhance education** to **develop highly skilled human resources to support various industries**. At the same time, we will **promote the** experience of Yokohama and the waterfront area of central Tokyo, which has achieved dramatic development over the past 150 years, and our advanced approaches to various social and urban issues, **to Asian countries and the rest of the world**.

Image of synergies and ripple effects from strengthening the functions of the city center

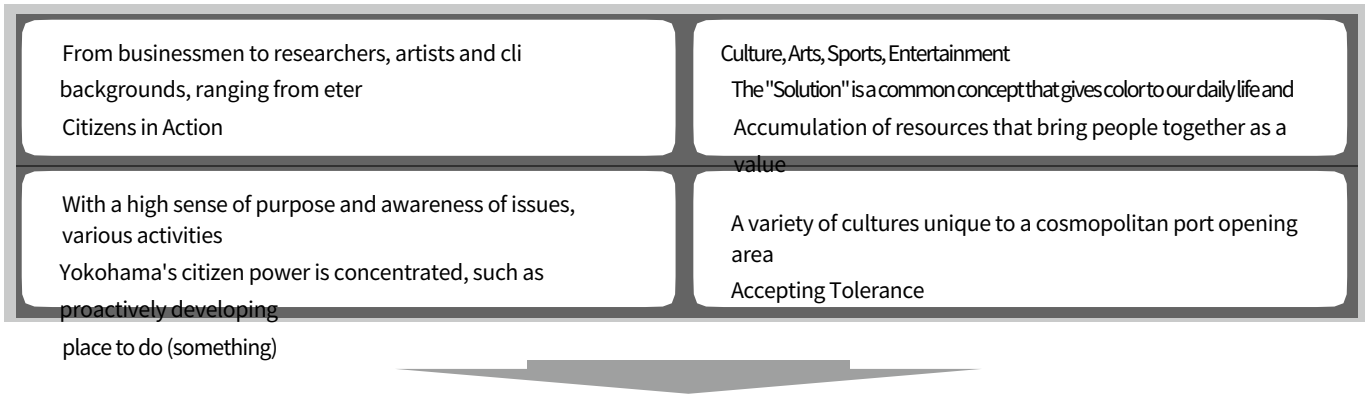




The waterfront area of central Tokyo, where many Yokohama citizens live, is home **to citizens from diverse backgrounds, which in itself is a resource that attracts people to the city. It also has a concentration of resources that bring people together**, such as culture, arts, sports, and entertainment. By taking advantage of these characteristics to **foster a diverse community and further revitalize activities and exchanges**, we will realize a **lifestyle unique to the waterfront area of central Tokyo, where a wealth of "creativity" and "citizen power" thrive**.

《The potential of the waterfront area in the heart of the city and the concept of revitalizing communities unique to the city center》.

○ Potential of the waterfront area in the city center



○ Concept for community revitalization unique to urban centers

[Point of activation].

- Creating a virtuous cycle that attracts people from diverse backgrounds to gather and engage in activities that attract even more people
- Improved opportunities for emotional experiences (culture, arts, sports, entertainment, food, etc.) that bring people together
- Provide a place for activities and exchanges unique to Yokohama through active use of public spaces, historical buildings, the harbor, and the waterfront.
- Creating mechanisms to promote people's activities, exchanges, and cooperation
- Create mechanisms to nurture the next generation of "Hamakko" who will lead the next generation to improve the attractiveness of Yokohama, including new exchanges with people attracted to the city.
- Create a system and structure for foreign residents to connect with the community and become attached to living in Yokohama

[Future Prospects

**By revitalizing the community,  
Dramatic development of "creativity" to generate advanced and unique values and ideas that are typical of Yokohama, and "citizen power" to implement and realize them**

As a result, for example...

- ◆ Creation and realization of new lifestyles in the waterfront area of central Tokyo
- ◆ Creation and dissemination of a new Yokohama brand by the next generation of "Hamakko"
- ◆ Creation and implementation of innovative ideas to improve environmental issues
- ◆ Realization of a society without barriers for all people
- ◆ Formation of a waterfront area in the city center that will be more attractive in the future, with increased urban diversity and sustainability
- ◆ The transformation of the waterfront area in the heart of the city will be a major movement that will also transform Yokohama as a whole.



Activity center based on the concept of adult club activities



Community development activities that bring together diverse people



## Future Lifestyles Aimed for in the Waterfront Area of Central Tokyo

### Worker Lifestyle

**Creative ways of working where the individuality of a diverse workforce comes alive**

- Stress-free commute allows you to focus on your rewarding work every day
- The city itself is my workplace, not only my workplace, but also my favorite cafes, parks, and public spaces
- Women, seniors, foreigners, global human resources, etc., all people are working and playing active roles.
- A wide variety of activities to participate in early in the morning or after work, even on weekdays
- There is a third place that is comfortable for me, and activities and interactions with the community outside of work can lead to the creation of new ideas



How visitors spend their time

### Resident Lifestyle

**An active and healthy lifestyle that the world adores.**

- Enjoy beautiful views of the harbor and a healthy lifestyle, including running along the waterfront line.
- Families and friends and close access to excellent art and sports, and an inspiring daily life that can only be found here.
- Meet others with a common sense of purpose through participation in a variety of activities.
- Enjoy sophisticated food and housing that is uniquely Yokohama based on the concept of local production for local consumption.
- A sustainable community where everyone, from children to the elderly to foreigners, can smile and continue to live with peace of mind

### Experience and interact with Yokohama's attractions

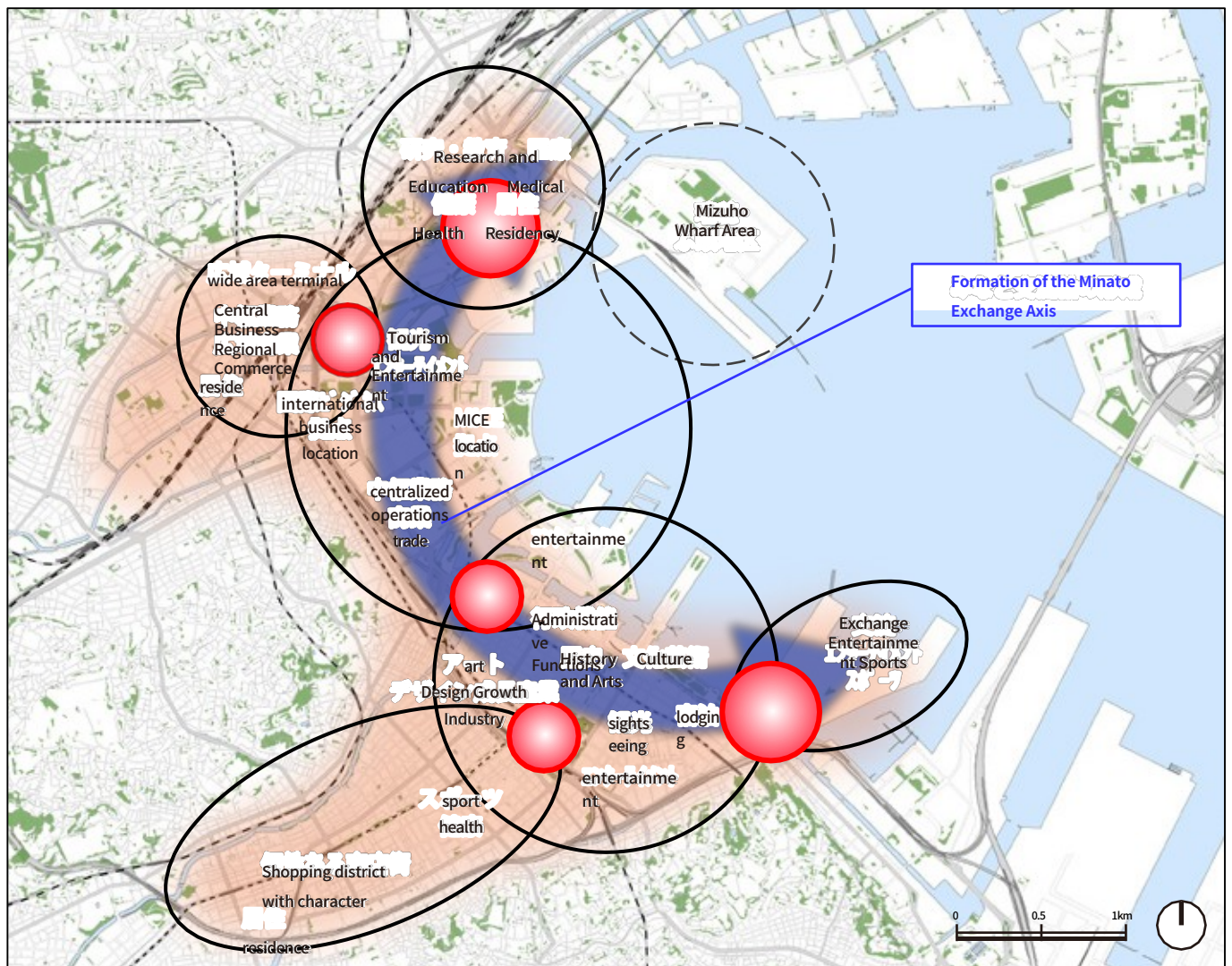
- You can enjoy a comfortable stay in a port town with its unique scenery, history and culture cultivated since the opening of the port, and abundant waterfront and greenery.
- Experience advanced culture, art, design, and entertainment that is uniquely Yokohama
- Enjoy Yokohama's unique after-convention experience
- Interacting with visitors' friendly "Hamakko" is a happy experience and makes you a fan of Yokohama



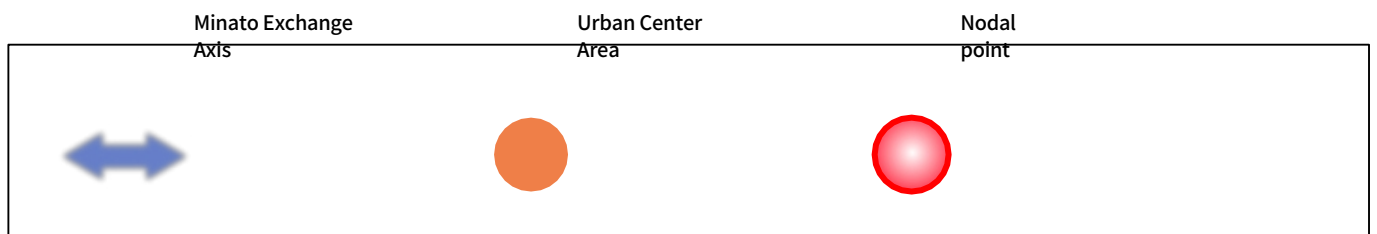
The Kannai district, where the port of Yokohama opened to the world, and the Minato Mirai 21 district, which was formed as part of a project to strengthen the city center, have developed together with the port over the ages, and the waterfront area of the city center has a **unique combination of resources that have met the needs of each era and continue to shine today**. The Yokohama brand continues to attract people. In addition, in the waterfront area of the city center, **urban functions are compactly concentrated** in five districts with different characteristics, forming a city center with diverse attractions.

Meanwhile, the Port of Yokohama, as an international container strategic port, will continue to promote the reorganization and reinforcement of container piers and the development of advanced facilities, as well as the concentration of logistics functions in Honmoku Pier and Minami Honmoku Pier to create a logistics hub in the waterfront area. In the Inner Harbor area, where the Tokyo waterfront area faces, **land use will be changed by developing logistics functions offshore, and a new bustling center will be created**.

The layout of functions in the waterfront area of the city center and the layout of the Minato Interchange Axis and Nodes.



Legend (showing approximate location)







In this context, it will be important to **strategically develop a stronger city center waterfront area** based on Basic Strategy 1, "Create businesses and industries that will drive the vitality of Yokohama in the next era," and Basic Strategy 2, "Create Yokohama-style lifestyles that are rich in creativity and citizen power," to realize the vision for the future in 2050.

To this end, we will further develop urban development that makes the most of the individuality of each district, including its history and culture, and will focus on the formation of a **"minato exchange axis" that** links the five waterfront districts of central Tokyo (Yokohama Station District, Minato Mirai 21 District, Kannai and Kangai Districts, Yamashita Pier District, and Higashi-Kanagawa Waterfront District) and the attractions of each district, as well as on strengthening cooperation **at "district nodes**. Through integrated urban development in the five waterfront districts of the city center, we will create a city center that is unique to Yokohama, which will develop in tandem with the port.

## Aim of the Minato Exchange Axis

- (i) Expand the conventional urban center and **enhance its presence as a port town by creating an attractive waterfront space.**
- 2) Yokohama will be a stage for      The area will serve as **a stage for fostering the business and industry that drive Yokohama's vitality and the Yokohama style of living.**
- (iii) To **welcome more visitors to Yokohama and revitalize the entire region by amplifying the attractiveness of the waterfront area**, where unique towns, neighborhoods, attractions, and history are concentrated, **and by strengthening collaboration.**
- ④ The city will further demonstrate its attractiveness by becoming a unified entity, and **strongly promote the Yokohama brand both domestically and internationally.**

## Resources and functions of the city that symbolize Yokohama, which are concentrated along the Minato Interaction Axis



Port of Yokohama Osanbashi International Passenger Terminal



Pacifico Yokohama, Japan's premier MICE facility



A center for creative activities using historical buildings



Events utilizing the port that lead to an emotional experience



Comfortable and cozy space with urban design



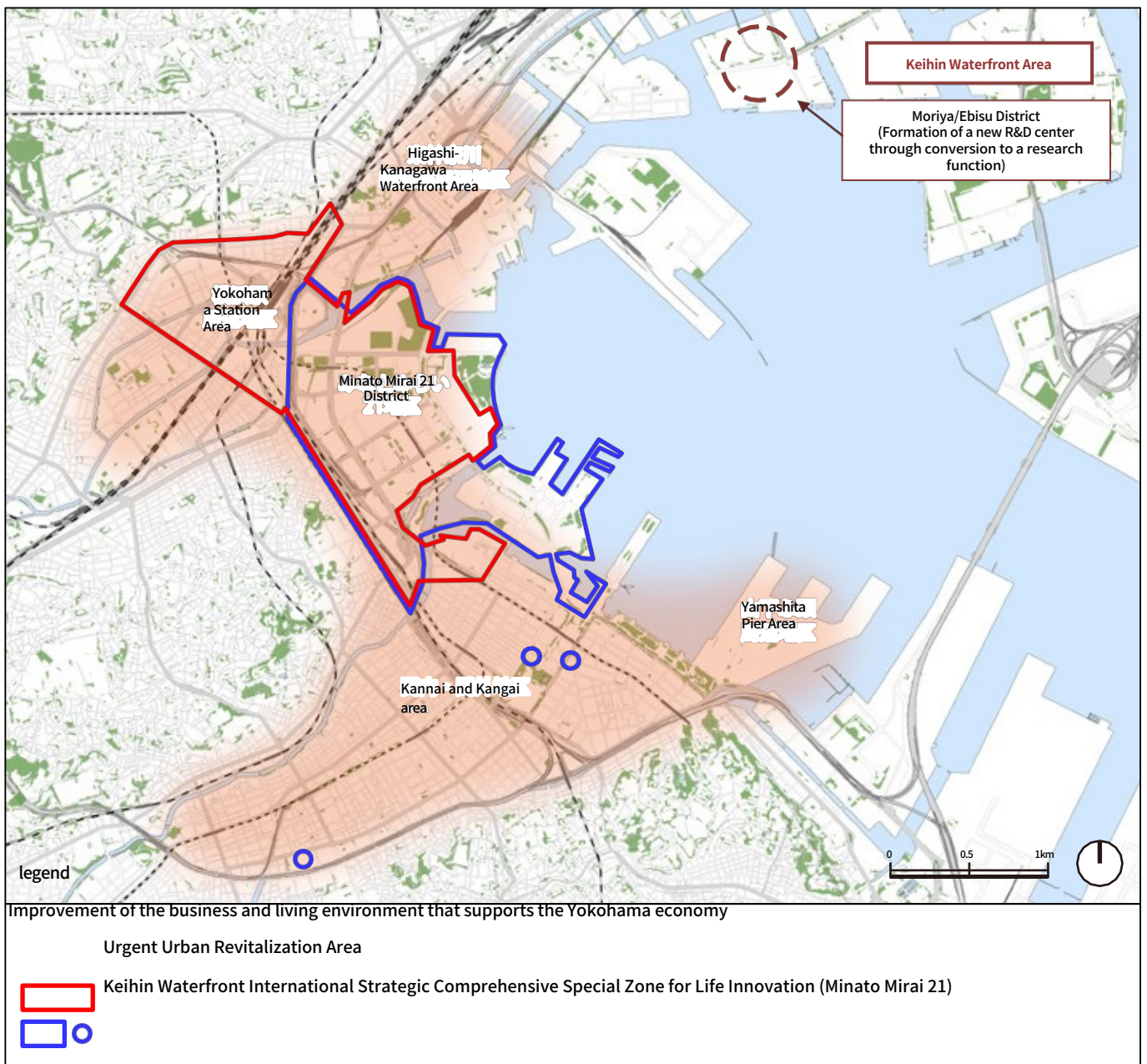
Venue for various civic activities and exchanges

**Develop a business and living environment that supports Yokohama's economy**

In addition to strengthening business and commercial functions, we will work to strengthen city center functions from the three perspectives of "international business," "hospitality," and "creativity" to enhance the business environment unique to the city's waterfront area. In addition, we will foster the development of companies that support these industries (e.g., by fostering entrepreneurs, strengthening the support system for venture companies, and fostering female entrepreneurs) and promote the innovation of challenging companies in the city.

At the same time, we will promote the development of a living environment that is unique to the waterfront area of central Tokyo, where people can realize a rich work style and lifestyle, and develop a new urban center that will be chosen by workers in the waterfront area of central Tokyo as well as by various other urban activity leaders.

**Development of business and living environments that support Yokohama's economy.**





## Efforts to strengthen and expand the business environment

- We will strengthen and expand the business environment while utilizing various mechanisms, including deregulation based on national strategic projects.
- To create workplaces in the city, we will improve information and communication infrastructure such as Wi-Fi.
- We will focus on urban center functions based on the characteristics of each district.

District Name	special characteristic	Three Perspectives on Strengthening Urban Functionality (dark color: particularly central area)		
		International business	hospice charity	creation Tibiti.
Yokohama Station Surrounding Districts	<ul style="list-style-type: none"> <li>• Wide-area transportation node in Yokohama</li> <li>• Designated as a National Strategic Special Zone</li> </ul>			
Minato Mirai 21 Districts	<ul style="list-style-type: none"> <li>• Yokohama's international business and MICE hub</li> <li>• Designated for several national strategic projects</li> </ul>			
Kannai/Kangai district	<ul style="list-style-type: none"> <li>• Yokohama is the port's opening port and has a concentration of resources unique to Yokohama</li> <li>• Center of a Creative City for Culture and the Arts</li> </ul>			
Yamashita Pier Surrounding Districts	<ul style="list-style-type: none"> <li>• Characteristic topography surrounded by harbors</li> <li>• Adjacent to Kannai and Kangai areas</li> </ul>			
Kanagawa Waterfront Area and Surrounding Areas	<ul style="list-style-type: none"> <li>• Haneda Airport, Keihin Waterfront Area and Yokohama Station Area</li> <li>• Located in the middle of Minato Mirai 21 district</li> </ul>			

## Living environment development that takes advantage of the characteristics and attractiveness of the city's waterfront area

### <Living Environment for Foreigners and Other Diverse Bearers

- By taking advantage of the high accessibility to Haneda Airport and the view overlooking the port, and by guiding the development of high-standard housing and serviced apartments, we will create a high-quality environment in close proximity to work and residence, which international companies prefer.
- In cooperation with the surrounding urban area, we will create a safe environment for foreign residents by enhancing international schools and lifestyle-related facilities that provide foreign language and multicultural medical care and food.

### <Maintaining a highly selective living environment that accommodates diverse lifestyles

- We will create a unique style of living in the city center with a mix of various uses by promoting the effective use of the housing stock and inducing high-quality renovation and conversion, while giving due consideration to the balance between business and commercial functions.
- We will foster new vitality in the city by developing an environment where artists, creators, and others want to live and work.
- We will improve childcare support to create an environment that is easy to work and live in.

#### Overseas Case Studies] Creating a lively atmosphere by making the most of the waterfront line

Overseas, rivers and canals are being used to create human-scale environments where people can feel, enjoy, and become familiar with the waterfront, such as open and lively streets and low- and mid-rise residences with views of the waterfront.

A bustling atmosphere is being formed.



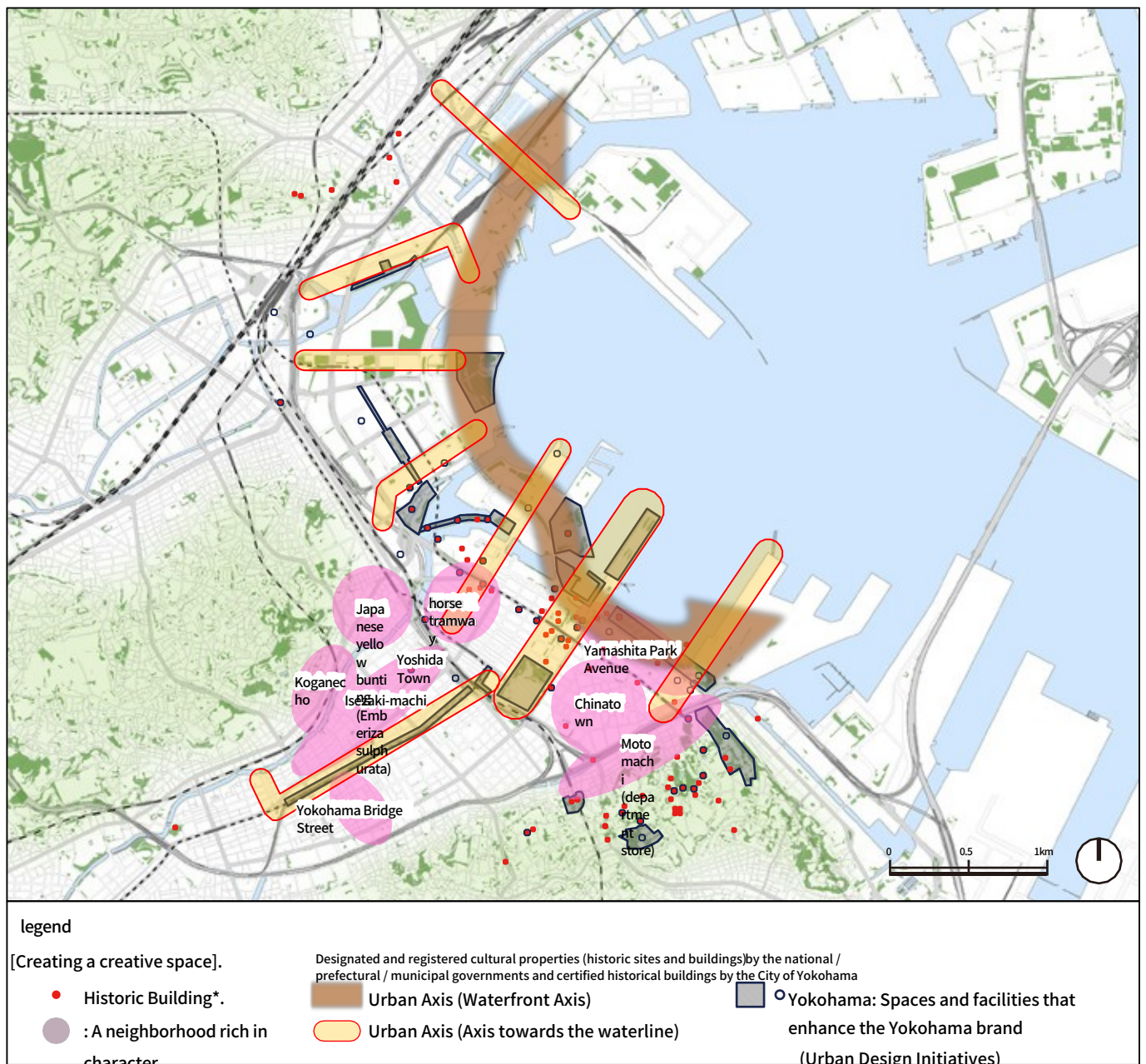
Town development utilizing the waterfront line [Hamburg].

### ■ Creating Creative Spaces through Urban Design

From a broad perspective, we will reaffirm the various resources that have been nurtured in the city's development to date, while further enhancing the attractiveness of the unique neighborhoods concentrated in the Kannai and Kangai districts, developing the city through urban design activities, and creating a streetscape and landscape with an awareness of the port, to further strengthen Yokohama's urban brand power and information transmission capabilities both domestically and internationally. We will further strengthen Yokohama's urban brand power and its ability to disseminate information domestically and internationally.

In addition, we will actively promote out-of-the-box space utilization, such as the use of historical buildings and public spaces as places for urban activities used by visitors, residents, and local communities in the waterfront area of central Tokyo, to enrich the creativity of the people.

#### Creating a creative space.





## Creating spaces that enhance Yokohama's brand power

- The project will enhance the attractiveness of the unique neighborhoods clustered in the Kannai and Kangai districts, creating a lively atmosphere that is unique to Yokohama.
- Like the Three Pagodas of Yokohama, this project contributes to the creation of an urban brand by giving historical buildings a narrative.
- Green areas on the hills and slopes in the rear, considering the view from the harbor, etc.

The project will create a good view of the waterfront line in harmony with the skyline of the surrounding buildings and the surrounding area, and promote the formation of a landscape befitting one of the world's most "beautiful ports."

- To create a new landmark symbolic of the cosmopolitan city of Yokohama, we will work to develop facilities that incorporate international proposals and other high-quality designs.
- The nightscape production will enhance the nightlife of Yokohama by creating a different beauty and enjoyment of the city than during the daytime.
- The district's unique landscape is the key to its success. It guides high-quality, attractive outdoor advertising materials that stand out.

### Creating an Attractive Neighborhood



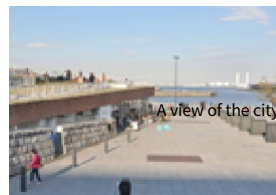
Chinatown bustling with activity



Noge's unique neighborhood



Urban Landscape Development



A view of the city waterfront from the ZOU-NO-HANA Park



smart Illumination Yokohama

By Proposal Method ZOU-NO-HANA Park redeveloped

## Promoting urban activities unique to Yokohama that make use of the city's resources

- Renovate and utilize historical buildings that tell the history of the port since its opening.
- The renovated building will continue to be utilized as a base for Creative City activities (Creative Neighborhood Center), and will also be used extensively as a facility for community building in the city center and for creating a lively town atmosphere.
- Through active use of public space and the waterfront line, we will provide a venue for urban activities that can respond to the diverse needs unique to urban centers, such as creating a lively atmosphere in the city, cultural and artistic activities, and the holding of events.
- We will work to attract large-scale events and other events that take advantage of the unique environment of the city's waterfront area and showcase the attractiveness of the city, thereby communicating the Yokohama brand to the rest of the world.
- In conjunction with the MICE, we will create unique venues unique to Yokohama, such as receptions and other events using historical buildings, cultural facilities, and public spaces.

### Urban development that makes the most of history city



Former Yokohama Seikin Bank Head Office



(Kanagawa Prefectural Museum)

### Urban activity image unique to the waterfront area in the heart of the city



of History)



5 Approach to strengthening the  
waterfront area in the city center

## Measure 1 Formation of spaces and bases that attract people

**e (1) from all over the world** Photo by YJP (Photo by Crew Okabe)

Former Daiichi Bank Yokohama Branch  
(Yokohama Creativecity Center)

YOKOHAMA JAZZ PROMENADE

Sporting Events



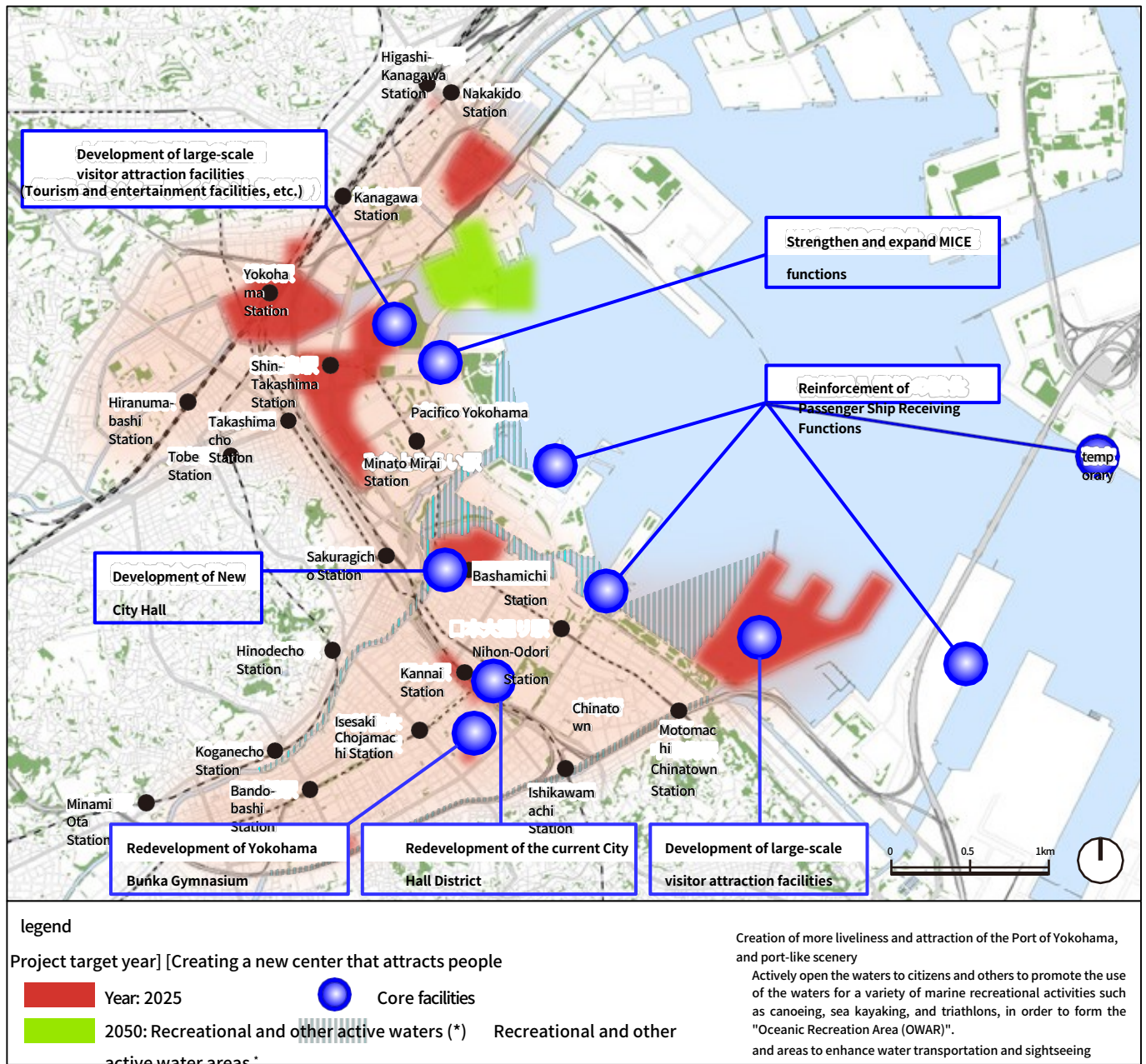
## ■ Creating a new base that attracts people

The new waterfront area in the city center will be developed as an environment for realizing strategic urban development centered on the "Minato Interchange Axis."

The following projects, including large-scale visitor facilities utilizing the waterfront that will become the "nucleus" and be loved by people for many years as a unique attraction of Yokohama, and the proactive opening of the waterfront to citizens and others will be promoted to create further synergies in urban development.

In developing new facilities, we will work on coordination with the surrounding community development and environmental improvements to create an emotional experience that can only be obtained in Yokohama, and we will consider the use of public-private partnerships and the introduction of an integrated resort (IR). In addition, we will leverage Yokohama's strengths in the advanced fields of marine-related companies, research institutions, and universities.

### Future Project Placement



**Measure 1** Formation of spaces and bases that attract people from all over the world

**Image of large scale visitor attraction**



Commercial



Sports



**Image of IR**

Conference facilities



Accommodation



Casino Facilities



An IR (integrated resort) is a facility that integrates casino facilities, conference facilities, lodging facilities, large-scale visitor facilities, and other facilities that are recognized as contributing to the promotion of tourism.

**List of major projects targeted through 2025**

<b>Yokohama Station Area</b>	Promote private development in the Yokohama Station and station area Yokohama Station West Exit Station Building Project District Station Oasis	Kouei District Tsuruya-cho Development Dejima Area	Fifth Avenue
<b>Minato Mirai 21 District</b>	<ul style="list-style-type: none"> <li>○ Development of the 20th district (enhancement and expansion of MICE functions)</li> <li>○ Enhancement of the Shinko Wharf's functions to receive passenger ships</li> <li>○ Development of 60/61 city blocks, etc. (large-scale customer-attracting facilities such as sightseeing and entertainment facilities)</li> </ul>		
<b>Kannai and Kangai area</b>	<ul style="list-style-type: none"> <li>○ Kitataka-dori North and South Districts (New City Hall) Redevelopment of the current City Hall area</li> <li>○ Redevelopment of Yokohama Cultural Gymnasium</li> <li>○ Improvement of the South Ward General Office Building</li> <li>○ Redevelopment of the former Kanto Finance Bureau</li> </ul>		
<b>Yamashita Pier Area</b>	Redevelopment of ○ Pier (large scale visitor attraction)		
<b>Higashi-Kanagawa Waterfront Area Surrounding Districts</b>	<ul style="list-style-type: none"> <li>○ Higashi-Kanagawa Station Redevelopment Project</li> <li>○ Improvement of the area north of Higashi-Takashima Station</li> </ul>		

**List of major projects targeted through 2050**





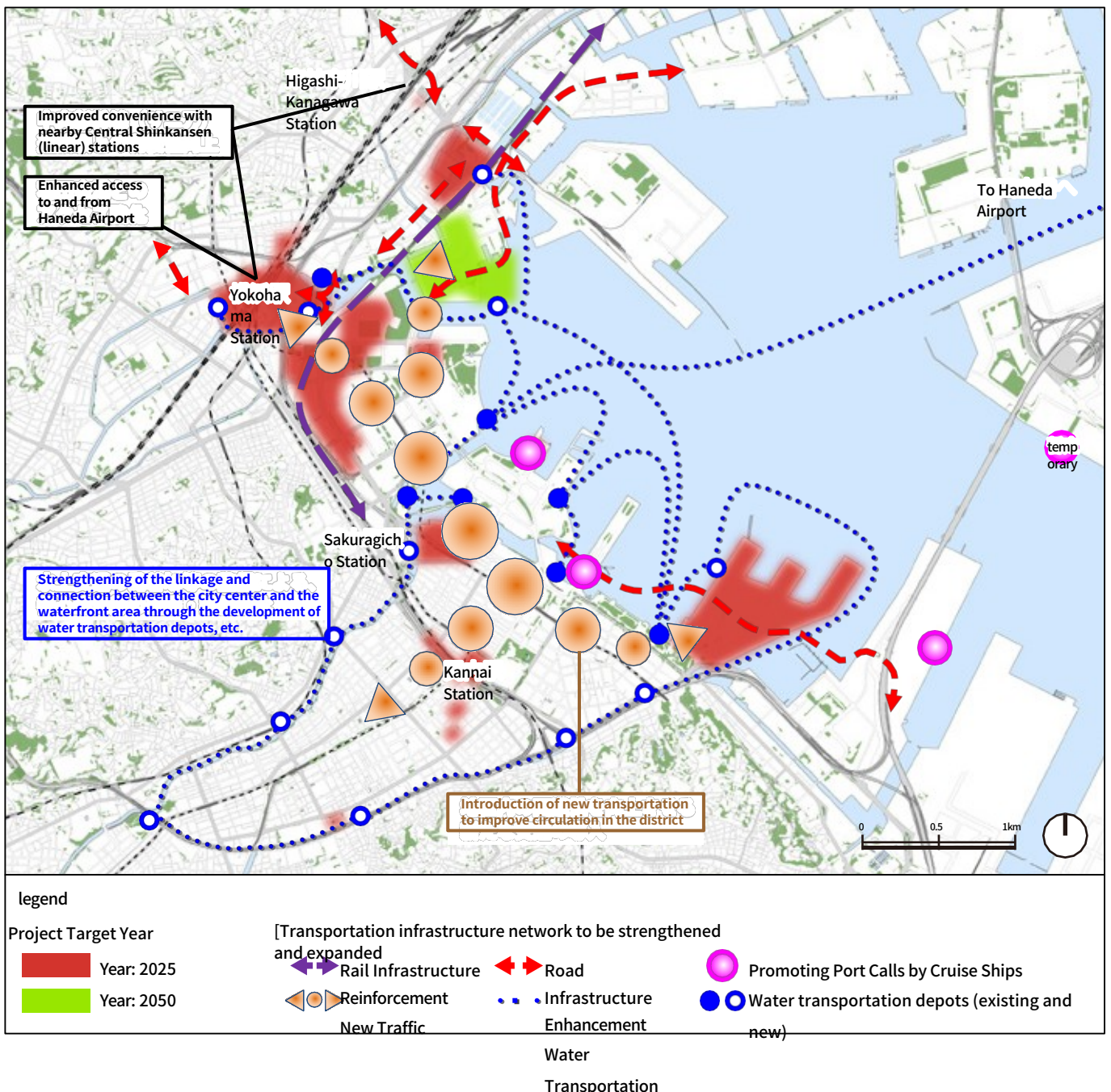
<b>Higashi-Kanagawa Waterfront Area</b>	<ul style="list-style-type: none"><li>○ Creation of green space through reclamation</li><li>○ Advanced utilization of the area surrounding the central wholesale market</li></ul>
<b>Reference  Mizuho Pier Area</b>	<ul style="list-style-type: none"><li>○ Return of Mizuho Pier and implementation of town planning</li></ul>

■ Reinforcement of the network for better circulation: major transportation infrastructure

In the waterfront area of the city center, we will strengthen and expand the transportation system centering on public transportation, pedestrians, and bicycles, and develop urban development and networking so that people can enjoy moving around while viewing the city itself, thereby enhancing the mobility of the entire region.

In this context, we will further attract tourists, increase the number of people interacting with the city, and improve the hospitality of the city by introducing new transportation systems that contribute to the creation of a lively town and expanding the water transportation network that takes advantage of the characteristics of the port city, while taking into account the future development status of the waterfront area of downtown and the use of existing transportation infrastructure. The introduction of new transportation systems and the expansion of the water transportation network will further attract tourists, increase the number of visitors, and improve the hospitality of the city. In the development and introduction of new transportation systems, we will ensure barrier-free traffic flow lines and smooth transfers between various modes of transportation to enhance the convenience of public transportation users.

Network of major transportation infrastructure to be strengthened and expanded





## Implementation of a new transportation system to improve circulation in the city's waterfront area

- After sorting out the division of roles with existing transportation modes, new transportation systems will be introduced for the waterfront and inland areas to enhance convenience and mobility for visitors, workers, and residents.
- In introducing this system, we will work closely with the surrounding community development to create an attractive urban space.



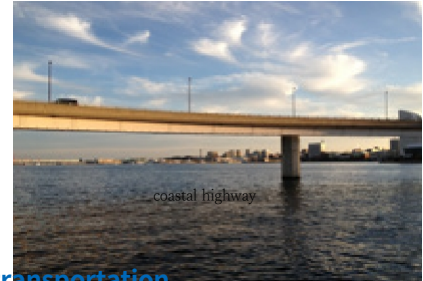
Images of new transportation system (upper left: LRT, upper right: articulated bus, lower right: ropeway)

## Strengthen and expand road infrastructure

- While taking into account the status of urban development and port development, we will promote the development of the Harbor Trunk Highway, Yokohama Kamiasao Line, Higashi-Kanagawa Line, etc.

## Strengthen and expand railway infrastructure

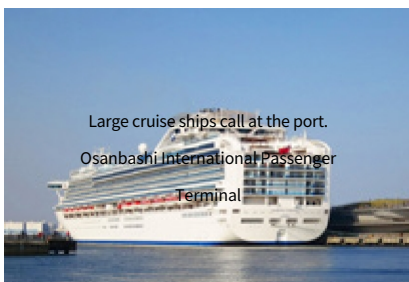
- Taking the opportunity of the redevelopment of the Higashi-Takashima Station area, we will promote efforts to convert the Tokaido Freight Branch Line into a passenger line.



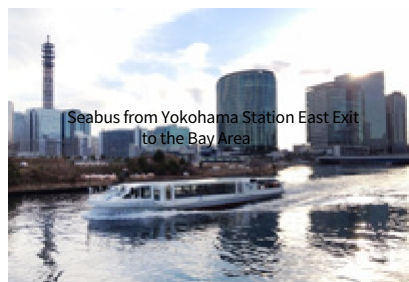
coastal highway

## Promoting passenger ship calls, strengthening and expanding water transportation

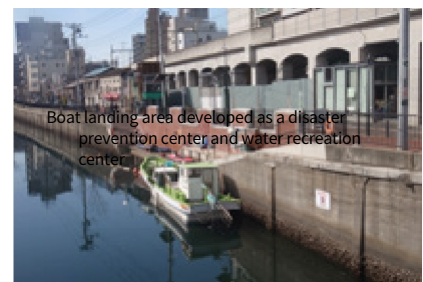
- The Osanbashi International Passenger Terminal and Shinko Wharf, the gateway to Yokohama from the sea, will be enhanced and expanded to welcome many visitors from Japan and abroad.
- We will strengthen and expand the water transportation network by promoting the development of water transportation depots and other facilities.



Large cruise ships call at the port.  
Osanbashi International Passenger  
Terminal



Seabus from Yokohama Station East Exit  
to the Bay Area



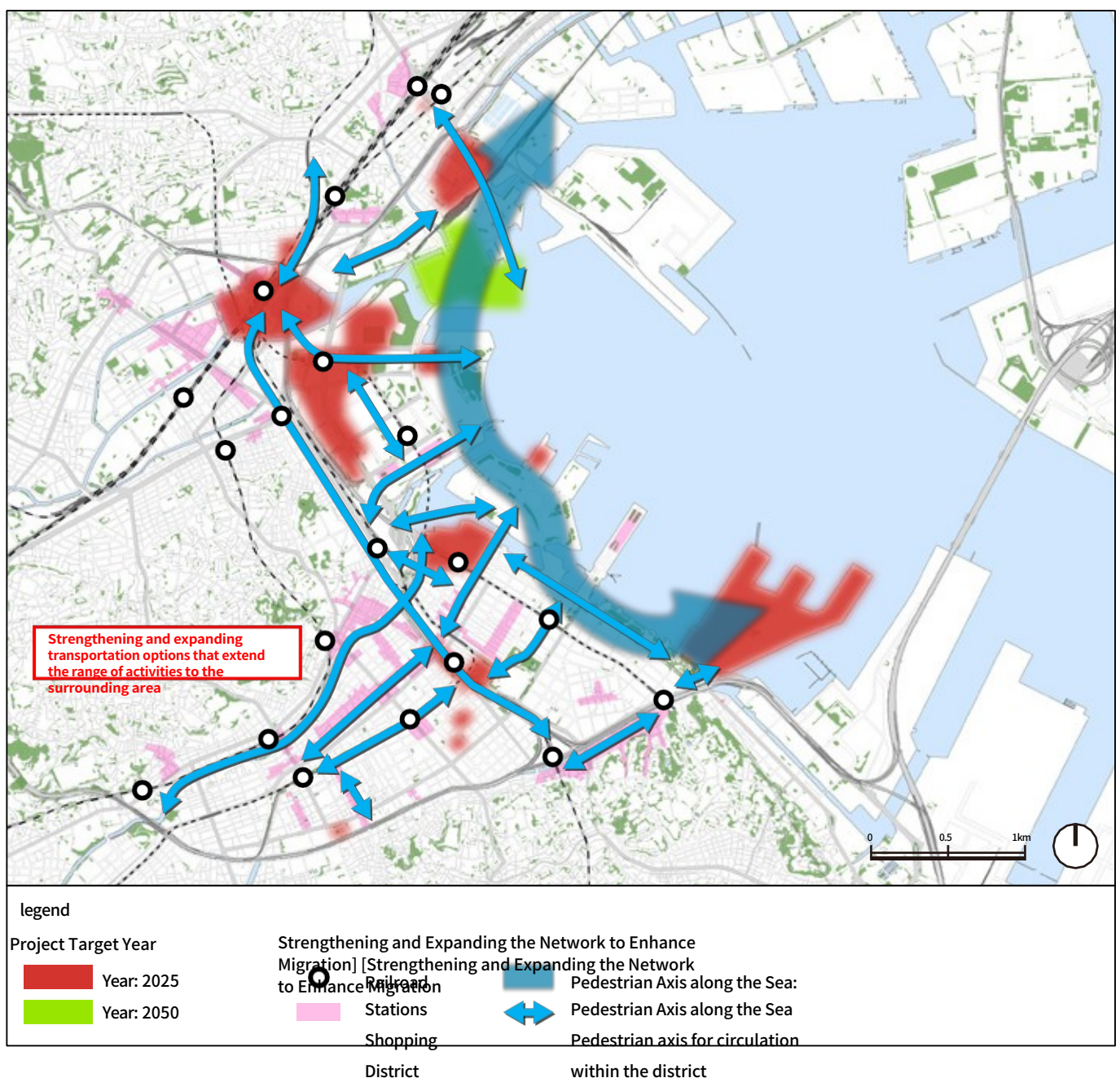
Boat landing area developed as a disaster  
prevention center and water recreation  
center

### ■ Enhancing the network for better circulation: pedestrian and personal mobility

In the waterfront area of central Tokyo, where unique and attractive neighborhoods are compactly concentrated, we will develop a town and network where everyone, from children to the elderly, can enjoy walking around with peace of mind and revitalize the entire area so that they can enjoy these attractions to the fullest. In this context, we will promote the development of a green pedestrian flow line leading to the waterfront and attract people to the space along the waterfront line, which symbolizes the uniqueness of Yokohama.

At the same time, we will promote the introduction of environmentally friendly mobility between transportation nodes, such as stations, and between key facilities, to enhance the convenience of travel within the district as a means of transportation that expands the range of activities.

#### Future pedestrian network



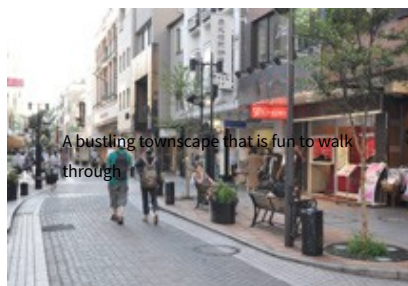


## Strengthen and expand the pedestrian network

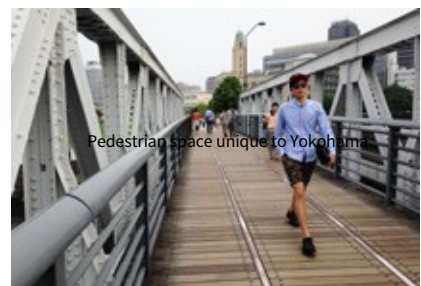
- In order to attract people to the waterfront line, which symbolizes the uniqueness of Yokohama, we will strengthen and expand an attractive pedestrian network, including the promotion of the former Toyoko Line project, in order to strengthen the pedestrian axis leading to the sea and the linkage between the various districts in the city center waterfront area.
- In addition to strengthening and expanding the pedestrian network, we will create a lively streetscape along the street, enhance public spaces that encourage walking (e.g., benches for taking a break) and improve the environment by planting lush greenery to create a town that is pleasant to walk in.
- In the Yamashita Pier area and Higashi-Kanagawa waterfront area, we will strengthen and expand the pedestrian network so that many people can move smoothly between and within the areas, and we will promote the formation of a new pedestrian axis that leads people to the waterfront area.



Open pedestrian space by the sea



A bustling townscape that is fun to walk through



Pedestrian space unique to Yokohama

## Strengthen and expand transportation options to increase range of activities

- In order to provide comfortable circulation between and within the unique waterfront districts of central Tokyo, and to facilitate smoother movement to and from destinations, we will strengthen and expand the community cycle system that is currently underway, and develop an environment for the safe and comfortable use of bicycles.
- We will promote the introduction of environmentally friendly personal mobility and other services.
- We will continue to build a smooth transfer system so that it can be linked to other mobility systems.



Community Cycle



Micro Mobility



Segway



Cytopolitan

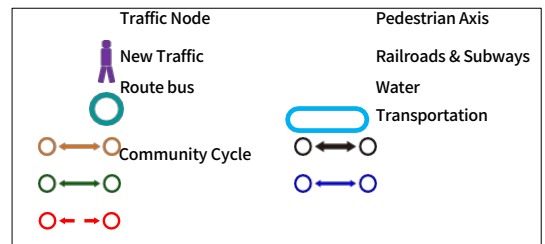
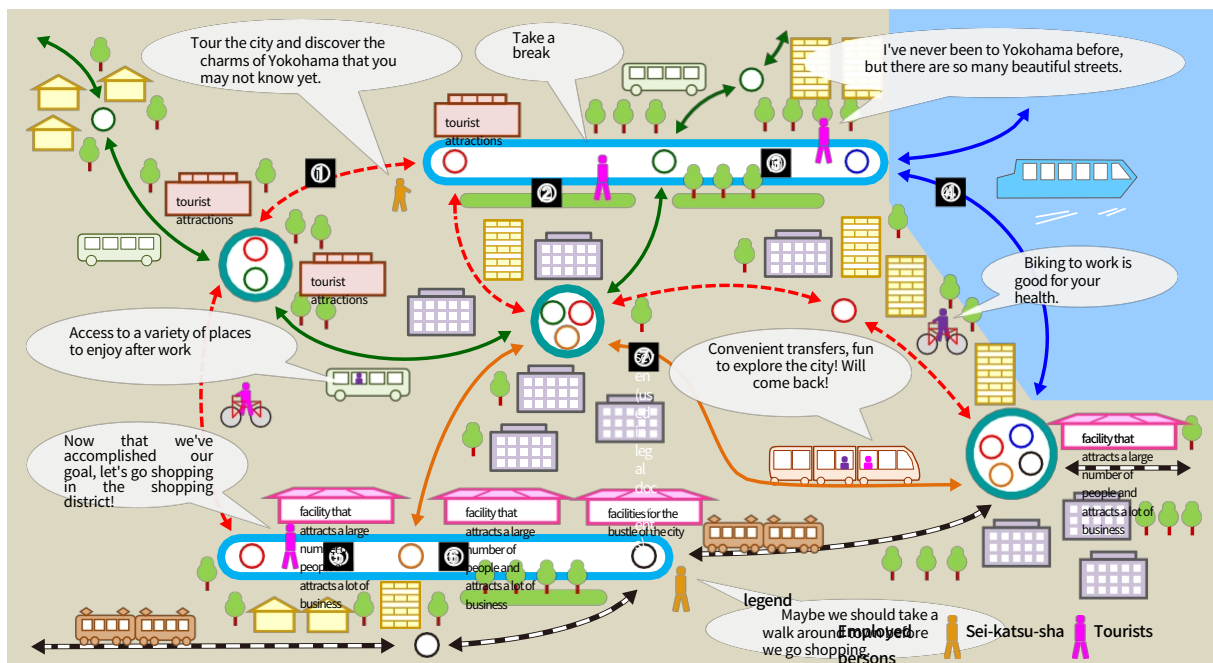
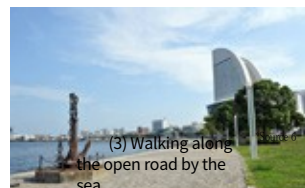
e (2) transportation systems to enjoy the city

Image of creating circulation in the waterfront area of the city center

In the waterfront area of the city center, which is used by a diverse range of people and is home to many unique facilities and neighborhoods, the creation of a network that is easy for everyone to understand and use is being promoted through the use of a wide range of transportation means and the smooth connection of transportation nodes and pedestrian axes, so that people can move around according to their various purposes. The network will be developed in such a way that it is easy for everyone to understand and use. In creating the network, we will create mechanisms to induce people to take new actions and create a synergistic effect with urban development.

Example...  
 Enhancement of town information and transfer guide information using information and communication technology, etc.  
 Promote smooth travel by introducing IC cards, etc. common to all modes of transportation.  
 Supporting the mobility of foreign tourists through the development of a multilingual environment etc.

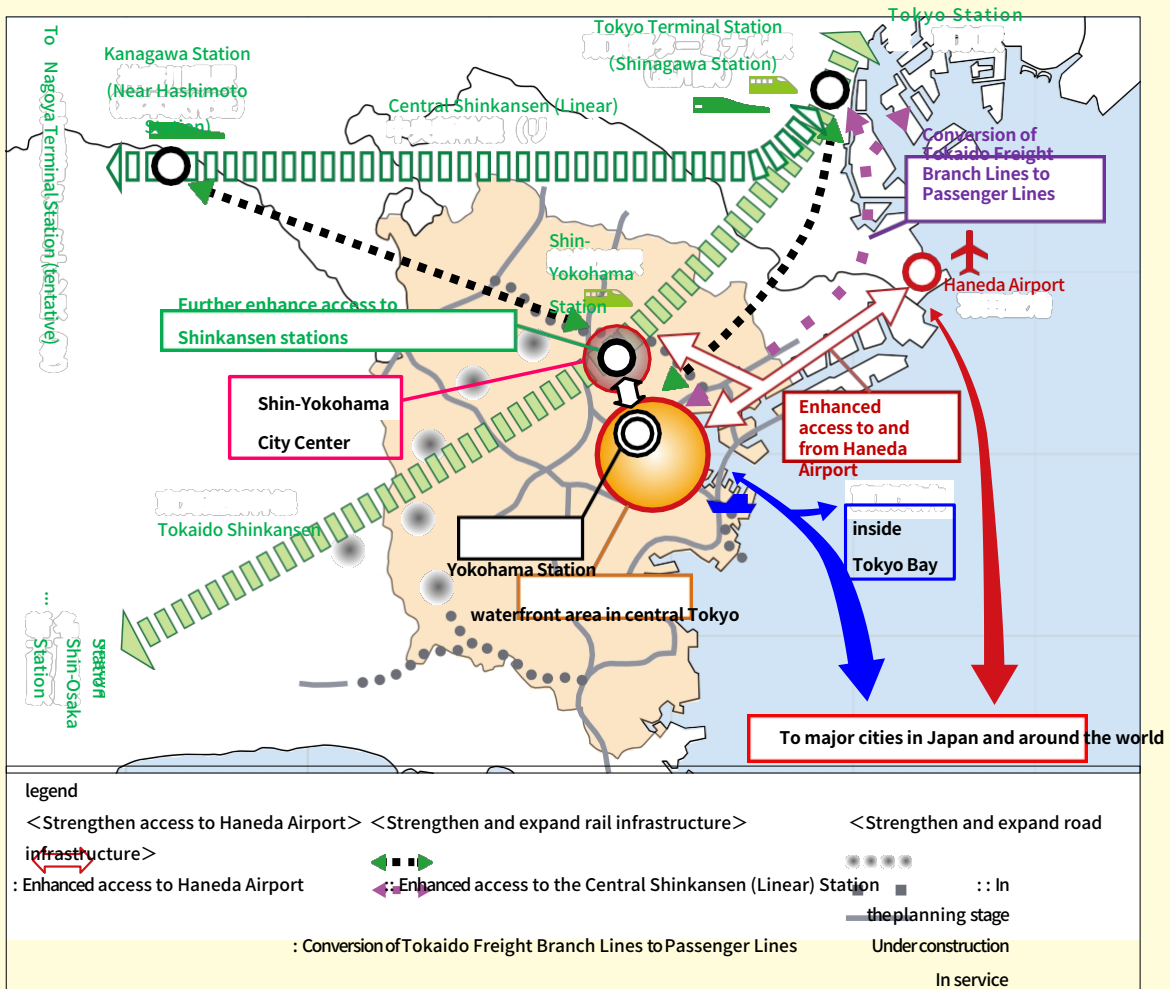
<Image of the waterfront area in the center of Tokyo >





### Column] Strengthening and Expanding Regional Transportation Infrastructure

In order to strengthen international competitiveness in the waterfront area of the city center and to enhance collaboration with Tokyo and other neighboring cities, we will work with the entire city of Yokohama and neighboring municipalities to strengthen and expand the wide-area transportation infrastructure over the medium and long term, including routes connecting to the airport and the Central Shinkansen (linear) station, to facilitate the movement of people and goods. We will promote the smooth movement of people and goods.



### Strengthen and expand | railway infrastructure

#### <Examples of efforts to further enhance access to Haneda Airport> <Examples of efforts to further enhance access to Haneda Airport>

- Improved convenience at Haneda Airport by increasing the number of direct/express train services and accommodating early morning and late night flights
- Improve the quality of access by rail, taking into consideration the convenience and comfort of users

#### <Examples of efforts to further enhance access to Shinkansen stations>

- Further improvement of access to Shinkansen stations in anticipation of the opening of the Chuo Shinkansen (linear) line
- Improved convenience between Yokohama and Shin-Yokohama by shortening the time to Shin-Yokohama Station through the rapid operation of the municipal subway and by increasing the number of Yokohama Line trains on the Negishi Line.

### Strengthen and expand | road infrastructure

#### <Examples of efforts to strengthen access to wide-area areas>

**Measure** Enhancement of a variety of

**e (2)** transportation systems to enjoy the city

- Reinforcing access to the city center by strengthening the wide-area road transportation network, such as ring roads





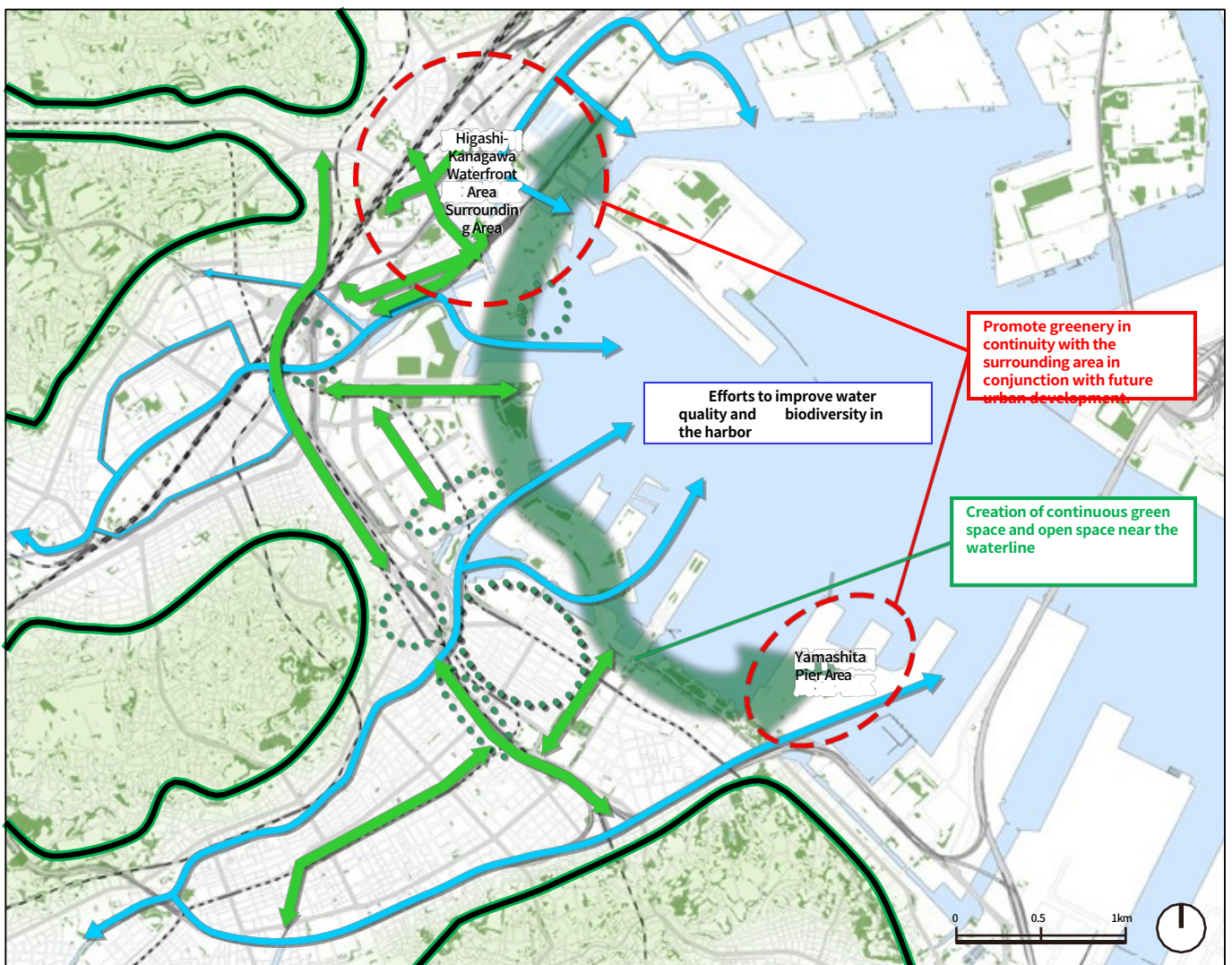
**Creating an environment of water, greenery, and wind with the sea in mind**

In order to create a stately waterfront area in the heart of Yokohama, and as an environmental infrastructure that Yokohama citizens can be proud of and continue to preserve and nurture for future generations, we will work to create abundant water and greenery, utilizing the precious urban environment unique to the city center waterfront area where the city and the waterfront line are connected.

In the Yamashita Pier area and Higashi-Kanagawa waterfront area, we will develop a waterfront green area that is continuous with the surrounding area, in addition to future planned urban development.

In addition, we will create a wind path that takes advantage of the characteristics of the river's intricacies to direct the sea breezes to the urban area.

**Efforts to Create an Urban Environment**



legend

Creating an environment of water, greenery, and wind with the sea in mind.

Creating a Great Landscape of Water and Greenery

Greening in conjunction with urban development

Positive greening

Slope Green Space

Green Axis

Wind Paths and Waterfront Spaces

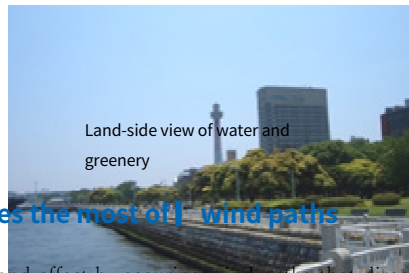


## Water and greenery creation to enhance the character of Yokohama (public-private partnership)

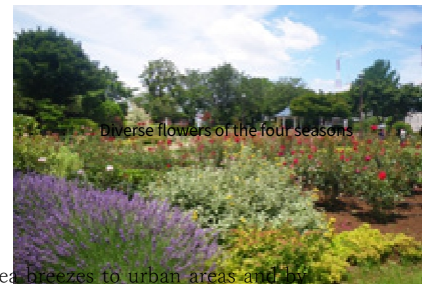
- The rounded shape of the bay will be utilized to create water and greenery that conveys the attractiveness of a mature Yokohama city, with an emphasis on landscapes that take advantage of the unique topography of Yokohama, such as the continuous green space near the water's edge and the hills and slopes in the background.
- In the city, we will strengthen and expand the green axis that leads people to the attractive waterfront, and promote greening along stagnant spaces and pedestrian networks so that people can experience comfortable and pleasant greenery in their daily lives, and promote the creation of pleasant and relaxing greenery where people can feel the changes of the four seasons.
- Form a green urban axis from the inland to the sea through intensive greening guidance in the King Axis of the Minato Mirai 21 District, etc.
- We will work to create advanced greenery that will become a new value for the community.
- In addition to promoting efforts to purify the water quality and increase biodiversity in the harbor, we will create a waterfront space that is familiar to people's daily lives through the development of a waterfront area.



Latest green axis line leading to the waterfront line



Land-side view of water and greenery



Diverse flowers of the four seasons

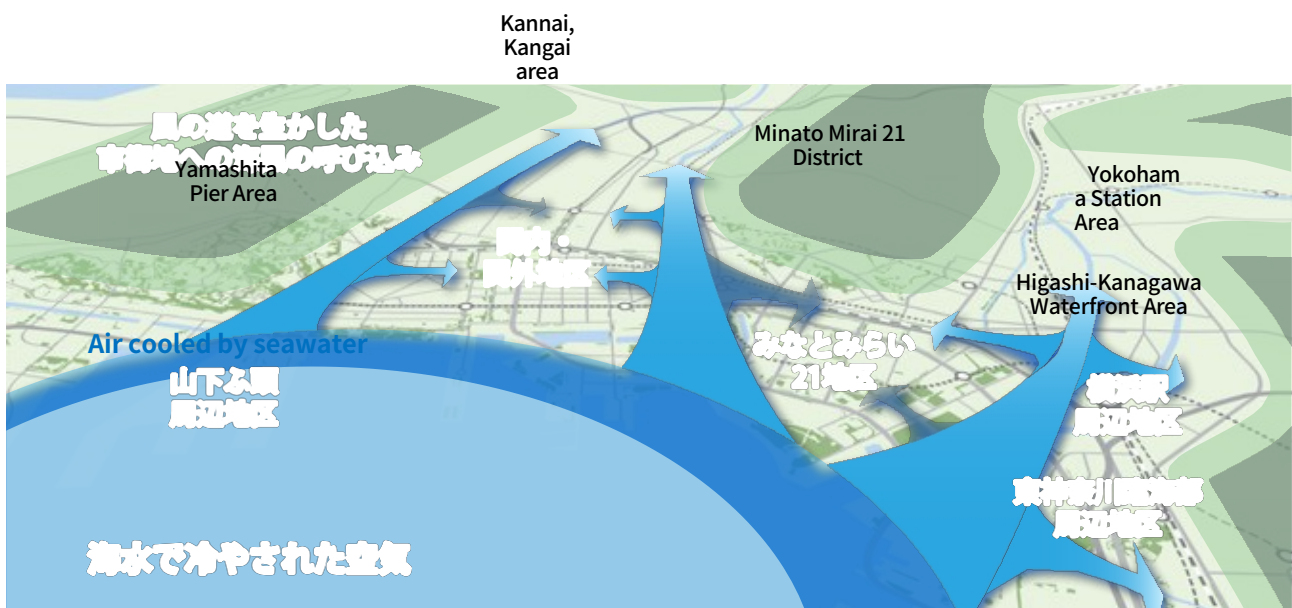
### Creating an environment that makes the most of wind paths

- We will work to improve the urban heat island effect by securing wind paths that direct sea breezes to urban areas and by aggressively greening along rivers.

<Image of a wind path leading sea breezes through the city.

Making the most of the wind path

Attracting sea breezes to the city center



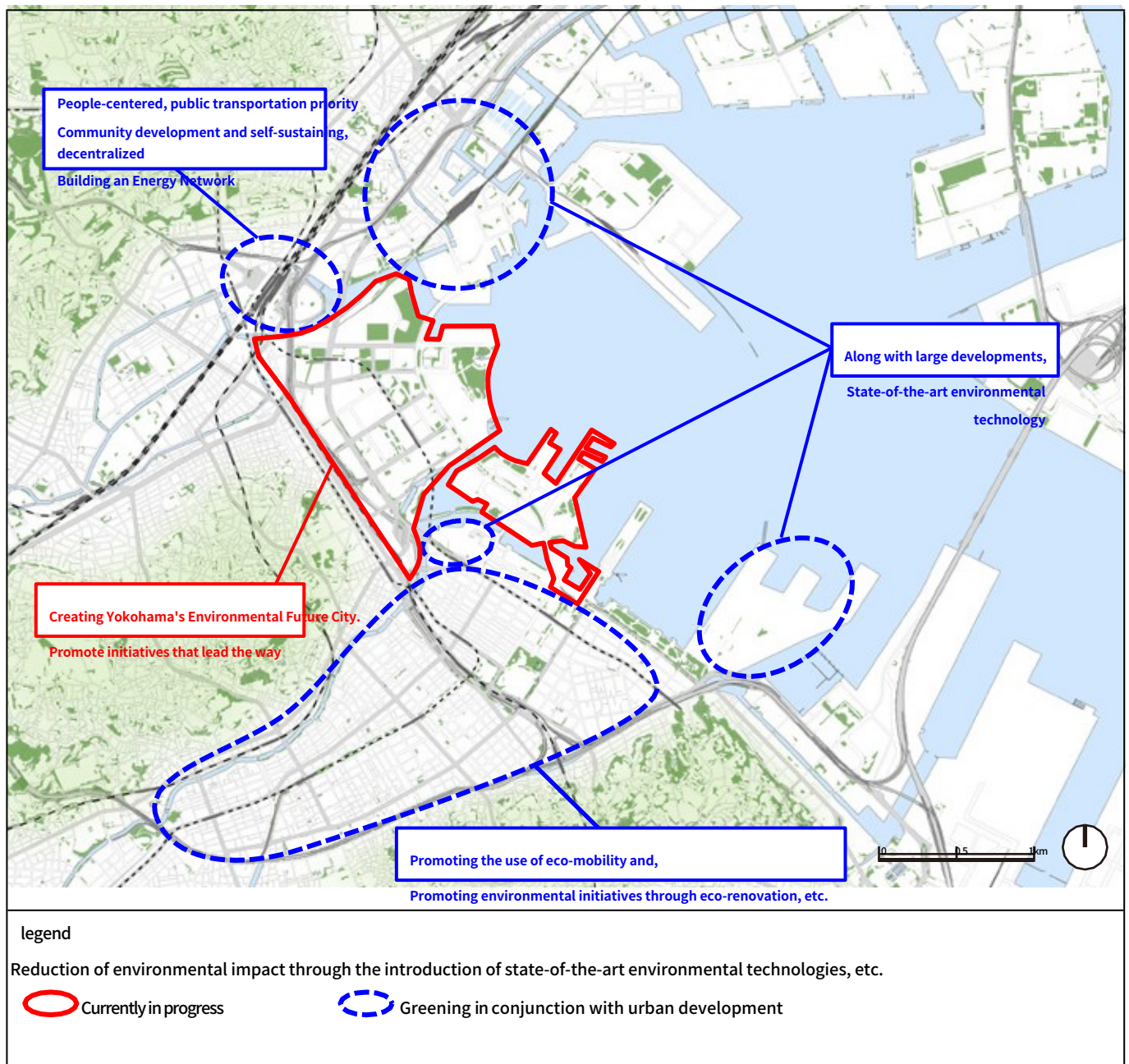
## Measure (iii) Creation of a smart environment that leads the world

### ■ Reduction of environmental impact through introduction of state-of-the-art technology, etc.

As one of the measures to cope with the global climate change, we will work on the planned urban development with consideration for low carbon and energy saving, introduction of advanced environmental technology, and cooperation among independent and decentralized energy networks that can function robustly and flexibly even in the event of a disaster, to create a next-generation environmental city that will serve as a model case for other environmental cities around the world. We will work to create a next-generation environment that will serve as a model case for the creation of eco-cities around the world.

In addition to the development of hardware, we will also promote efforts to raise the environmental awareness of Yokohama citizens on the soft side, such as proactively making environmental indicators visible and holding environmental events in collaboration with companies that are deploying advanced environmental technologies in the city, taking advantage of the characteristics of the city's waterfront area, which has a strong urban brand. The company will also hold environmental events in collaboration with companies that are developing cutting-edge environmental technologies in the city.

#### Efforts to Reduce Environmental Impact





## Actions toward low carbon and energy saving in the entire Tokyo waterfront area

- We will promote the highly efficient use of energy and the development of a town with a "strong" and "flexible (quick resilience)" energy system.
- We will promote public transportation and pedestrian- and bicycle-centered urban development to reduce environmental impact.
- Utilize unused energy by taking advantage of its proximity to the Keihin waterfront area.
- We will encourage business operators to introduce environmental technologies that contribute to low carbon emissions at the stage of urban development implementation.

Example...

Establish a smart grid by introducing HEMS, BEMS, and CEMS.

Formation of independent and decentralized energy networks

Implementing state-of-the-art green building practices

Solar power generation using the upper space of public facilities

Utilization of treated sewage water

Promote introduction of EVs and fuel cell vehicles, promote development of hydrogen stations

Utilization of unused energy (surplus energy from the Keihin waterfront area, waste heat from thermal power plants, seawater, etc.)



Close to the city center  
wind power generation

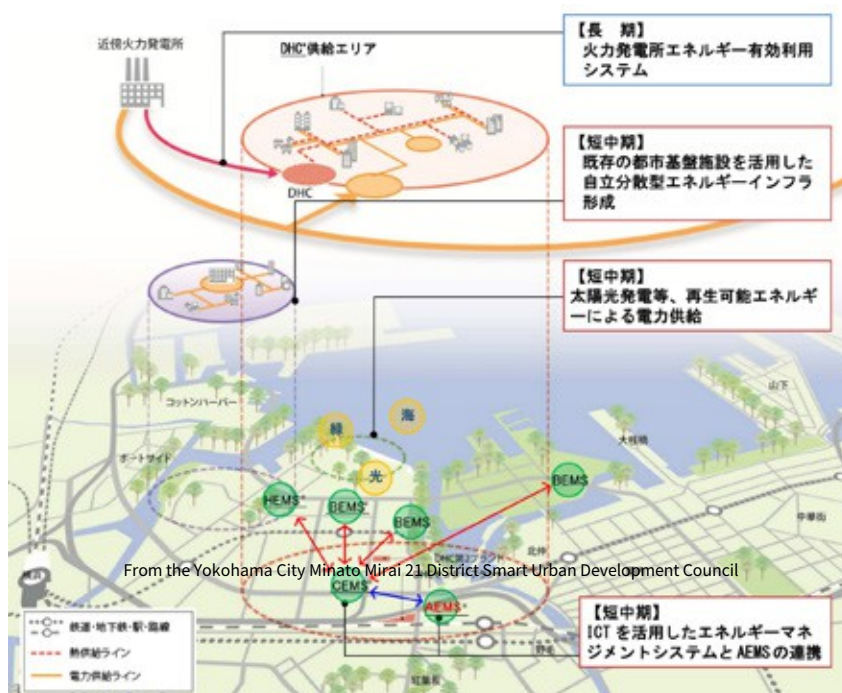


Large-scale solar power generation impression

## Special efforts to be developed in each district

- In the Minato Mirai 21 District, we will promote initiatives that will lead the way in creating Yokohama's Environmental Future City (Minato Mirai 2050 Project). (Minato Mirai 2050 Project)
- In the Kannai and Kangai districts, etc., we will promote environmental initiatives such as the use of environmentally friendly eco-mobility and eco-renovation of existing buildings, and actively seize opportunities for building renewal, etc., to raise the environmental awareness of citizens.

### <Image of proposed initiatives in the Minato Mirai 21 district

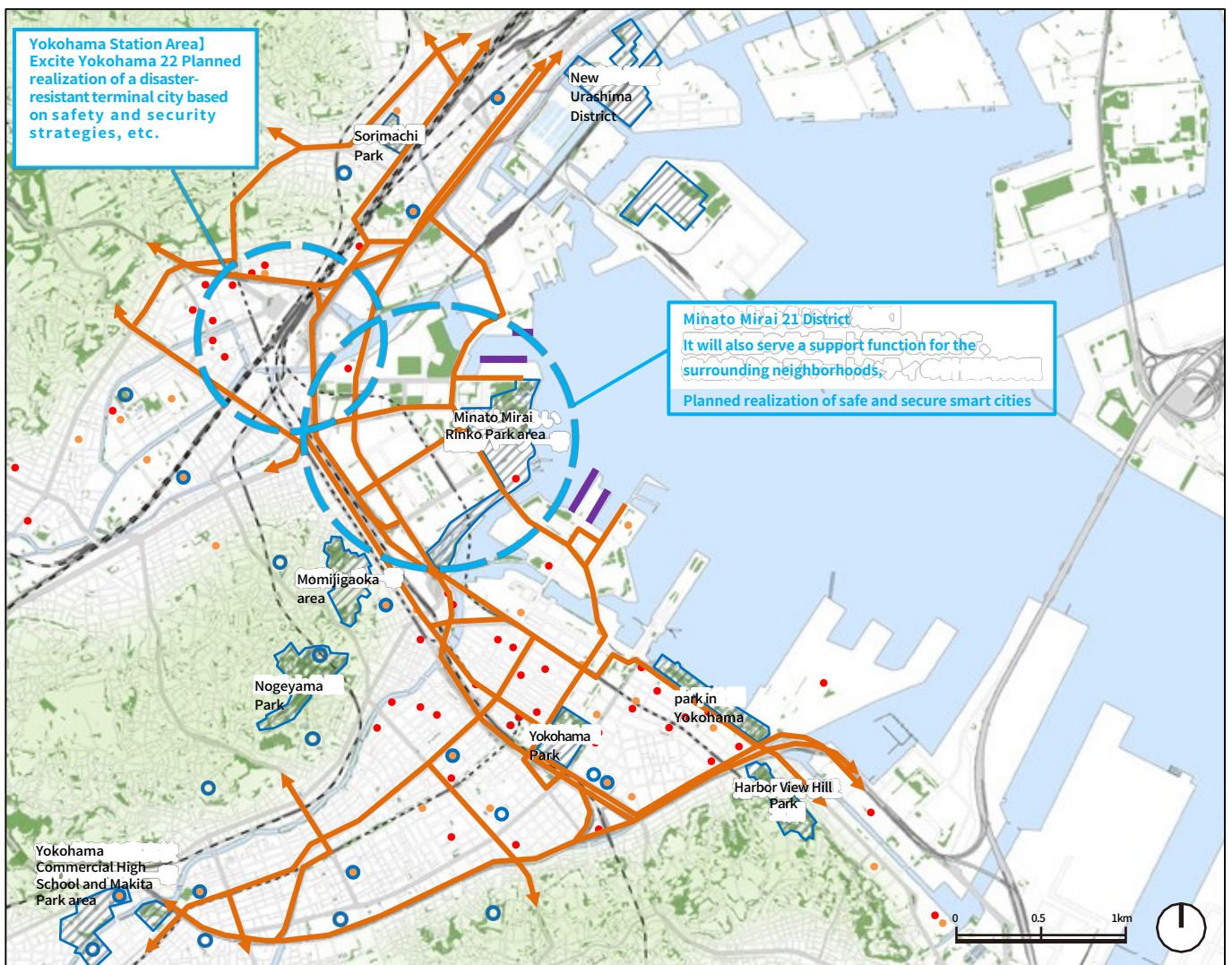


**Creating safety and security through multiple disaster prevention and mitigation**

In order for Yokohama to be chosen by many people and companies, including foreigners, as the center of Yokohama, with its large terminal stations, companies that play an important role in Yokohama's economy, and administrative functions, and to lead the city's rapid recovery in the event of a disaster, we will promote the creation of a disaster-resistant city based on the Yokohama City Disaster Prevention Plan and further improve disaster preparedness against earthquakes, tsunamis, and other disasters. We will also work to further improve our disaster preparedness to cope with earthquakes, tsunamis, and other disasters. In addition, we will promote measures for people who have difficulty returning home, as well as seismic reinforcement of lifelines that support the continuity of business operations of companies and other entities.

In particular, we will strongly promote the development of the Yokohama Station area and the Minato Mirai 21 district in cooperation with the public and private sectors to make them more resilient to disasters such as earthquakes, tsunamis, typhoons, and localized heavy rainfall.

**Disaster Prevention and Mitigation Efforts**



legend		
Creating Safety and Security through Multiplexed Disaster Prevention and Mitigation		
	Evacuation sites (Tokyo waterfront area and surrounding areas)	
	Regional Disaster Prevention Center (Tokyo Waterfront Area and Surrounding Areas)	
	Tsunami evacuation facilities (public)	
	Tsunami evacuation facilities (private)	
		Emergency transportation routes
		Quay: Seismic Reinforced Quay



## Strengthening disaster prevention functions in conjunction with city planning for the entire waterfront area of the city center

### <Formation of a disaster prevention center in conjunction with the development of core facilities

- In addition to the development of the core facility, which is expected to have many users and will be an easily recognizable landmark for everyone in the event of an evacuation, efforts will be made to secure evacuation space for people who are stranded or have difficulty returning home, provide information to foreigners and other vulnerable groups, and secure disaster prevention supplies.

### <Improvement of Local Disaster Preparedness

- Prevent damage from tsunamis and storm surges by improving and renovating coastal protection facilities and other protective facilities.
- Given the characteristics of the city center waterfront area, which is surrounded by hills, we will ensure appropriate tsunami evacuation facilities, etc. and evacuation routes against the occurrence of tsunamis, in cooperation with the private sector.
- Appropriately locate earthquake-resistant reinforced wharves as bases for marine transportation to receive emergency supplies.
- In order to secure emergency transportation routes from receiving points for emergency supplies, etc., we will promote earthquake resistance of buildings along major transportation routes and measures to prevent manhole surfacing in sewage systems, thereby ensuring road space that can function even in the event of a disaster.
- Promote undergrounding of electric cables to improve the disaster prevention performance of roads and the reliability of information and communication networks.
- To ensure business continuity, we will strengthen the earthquake resistance of lifelines that support urban functions.
- In promoting efforts to multiplex energy networks in the Tokyo waterfront area, we will promote the securing of emergency power sources in the event of earthquakes and other disasters.

### <Education of Disaster Prevention Awareness

- In order to minimize confusion caused by a major disaster such as a major earthquake, disaster drills and other drills are conducted in anticipation of a disaster, in conjunction with area management activities being conducted in each district.

## Strengthening disaster prevention functions in conjunction with community development in each district

### <Planning and Realization of Disaster-Resistant Urban Development in the Yokohama Station Area

- In the area around Yokohama Station, which has a large population of visitors, based on "excite Yokohama 22" and the "Urban Revitalization and Safety Assurance Plan", we will create ample pedestrian space and build a deck-level pedestrian network, as well as take measures against flooding by raising the ground level and implementing sewer and river projects, take measures to ensure evacuation and prevent flooding in underground malls, etc. In addition, the city will systematically improve facilities for people who have difficulty returning home, tsunami evacuation facilities, and evacuation routes in the event of a disaster, to realize a city of international exchange where everyone can feel safe and secure.
- In addition to soft measures such as post-disaster operation systems, we will also work with the public and private sectors to realize hard measures related to the continuity of activities during a disaster, such as guiding the placement of building power supply facilities and disaster prevention centers in locations out of the reach of tsunamis.

### <Further reinforcement of disaster response functions in the Minato Mirai 21 district

- Even in the event of a large-scale disaster, this area is expected to suffer little damage from tsunamis and storm surges and has a low risk of liquefaction, so we will promote the strengthening of disaster prevention functions as a district that can provide support not only within its own district but also to surrounding districts.
- To this end, we will work to strengthen disaster response functions by forming a self-sustaining, decentralized energy infrastructure that makes maximum use of existing facilities, such as communal ditches and district heating and cooling systems.

**Creating a new urban center with the participation of diverse players**

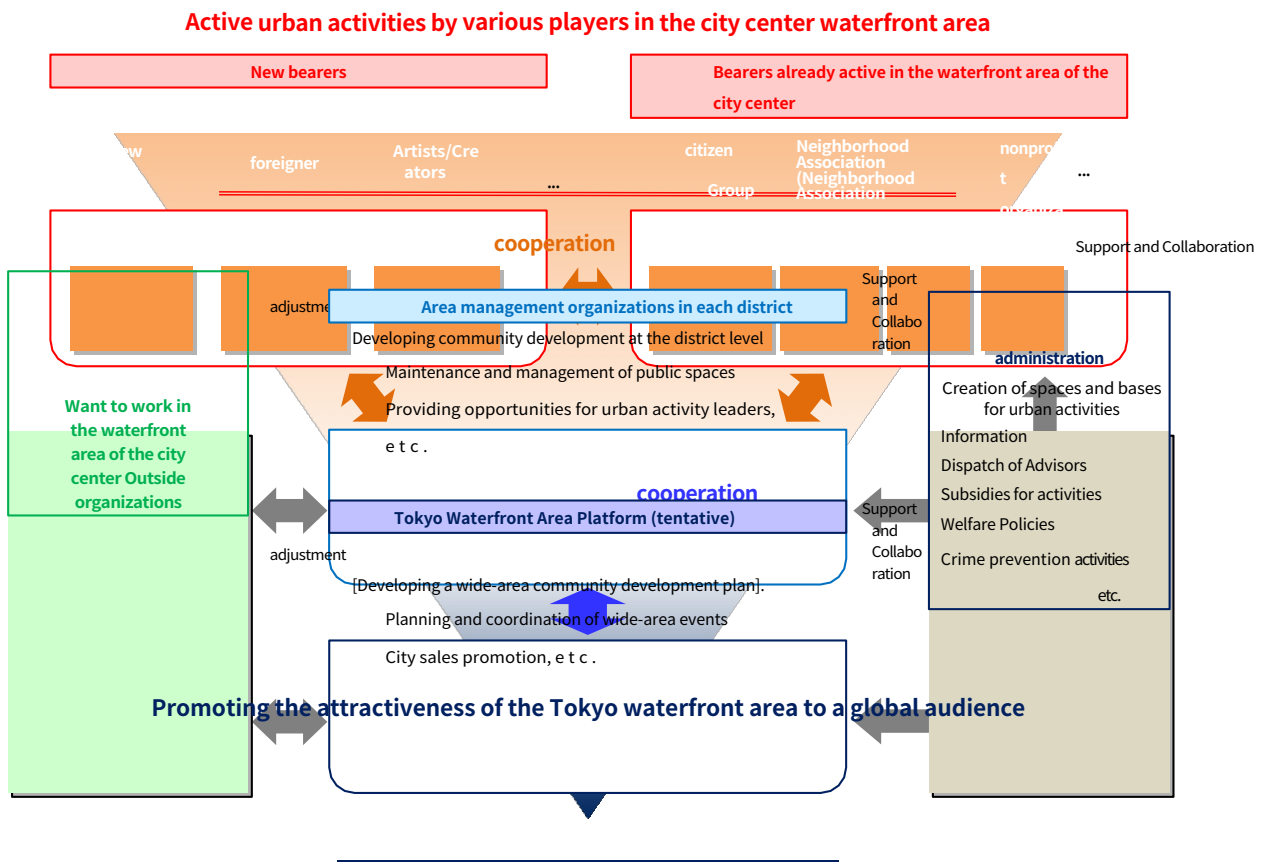
In the waterfront area of central Tokyo, where a diverse range of people from children to the elderly to foreign residents visit, work, and live, we are working to strengthen and expand area management activities and create a structure and system that facilitates the participation of all kinds of people in the waterfront area of central Tokyo in order to develop the various activities of citizens and businesses more effectively and actively. In addition to strengthening and expanding area management activities, we will create a structure and system that facilitates the participation of all people in activities in the waterfront area of central Tokyo and develop active urban activities. Through these activities, we will create sustainable values such as pride in and attachment to the city, and create a waterfront area that will be loved and cherished by people for a long time.

As the community development progresses, foreigners, artists, creators, and all other people will be able to connect with the local people.

**Creating a mechanism for diverse bearers to participate**

- In order to further enhance the attractiveness of the Tokyo waterfront area in the future, citizens, businesses, and government will work together to address various local needs and issues through two-way dialogue and collaboration with citizens and businesses.
- We promote activities to further enhance the attractiveness of the area from an area management perspective, such as maintenance and management of public spaces and creation of liveliness through utilization.
- We will work to create a mechanism to promote area management activities in the Tokyo waterfront area.
- We will work to create a system and structure that will enable new urban activity leaders to be active in the waterfront area of central Tokyo, including the creation of a platform for matching various activities through existing area management organizations.
- During periods of heightened domestic and international attention, such as the Yokohama Triennale and other large-scale events and international conferences held in the waterfront area, the entire waterfront area of central Tokyo will work together to create a wide-area system for city sales and promotion.

**<Images of systems and structures for urban activity bearers to play an active role>.**







In addition, we will promote the creation of mutual aid relationships, which will be important in the event of a disaster, etc. We will also develop diverse communities through various opportunities such as work, hobbies, play, and daily life, so that people can live together without barriers and enjoy their lives with peace of mind. At the same time, we will promote the creation of a community that welcomes visitors to the city in order to increase the number of fans of Yokohama in the future. In addition, as an attractive lifestyle that is unique to the waterfront area of the city center, we will create a community that is triggered by activities along the waterfront.

The company will develop the "Kuri" (the first step of the "Kuri" cycle).

**Creating people and communities that are attached to the waterfront area of the city center and connected through various activities**

- We will create opportunities for activities to enhance various local communities, including residents' communities such as neighborhood associations and management associations, employer communities and shopping districts, as well as to strengthen mutual collaboration among communities.
- By supporting and promoting various civic activities, including culture, arts, and sports, as well as NPO activities, and creating a system that makes it easier for foreign residents to live and work in Japan, we will promote the creation of a rich community where people with diverse interests and purposes can meet and connect with each other.
- In community building, we will promote the development of "Hamakko" who will lead the next generation.



Grand Mall Park Hamakori Dance at the roundabout



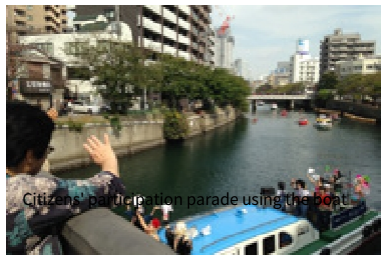
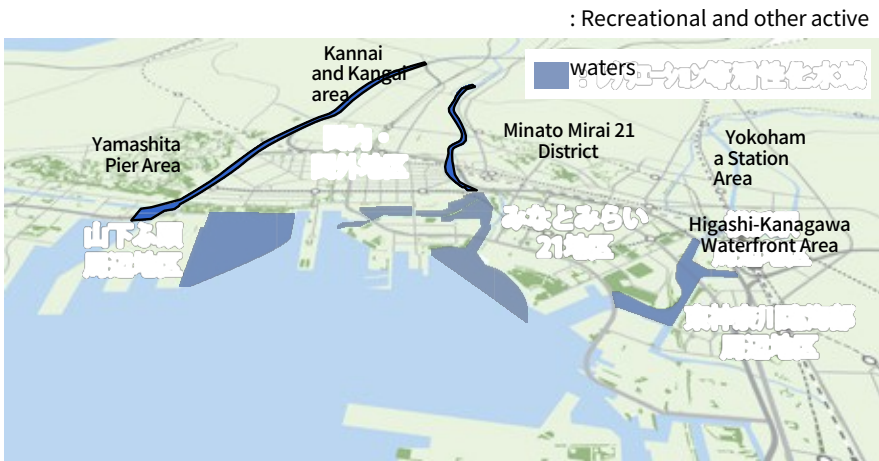
hotchpotch music festival



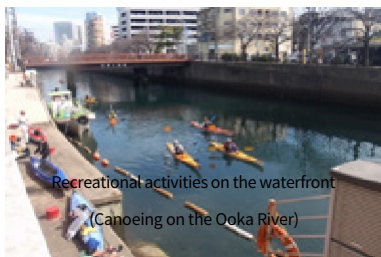
Citizen Participation Takashima Waterfront Park Biological Survey

- Taking advantage of the characteristics of the location facing the waterfront, we will work to foster a waterfront-based community by enhancing water transportation and sightseeing boats, promoting various activities and events such as canoeing and sea kayaking, and focusing on waterfront areas for recreation and other revitalization.

**<Range of Recreational and Other Active Waters >**



Citizens' participation parade using the boat



Recreational activities on the waterfront (Canoeing on the Ooka River)

## reference data

### ■ background of an investigation

Date	Details of the study	
Fiscal Year 2013	Establish an internal study meeting and prepare a preliminary draft of the "Yokohama City Center Waterfront Area Revitalization Master Plan".	
February 25, 2014	Yokohama City Urban Waterfront Area Revitalization Master Plan Council Ordinance enacted.	
March 7, 2014	Establishment of "Yokohama City Center Waterfront Area Revitalization Master Plan Council"	
March 27, 2014	1st Council Meeting	(1) Election of Chairman and nomination of Alternate (2) Master Plan for the Revitalization of the Waterfront Area in the City Center of Yokohama
April 18, 2014	inspection tour	After visiting the Tokyo waterfront area from the ship, the participants will take a bus to Yamashita Pier, Kannai and Kangai Districts, Minato Mirai 21 District, and Higashi-Takashima North District.
April 25, 2014	2nd Council Meeting	(1) Master Plan for the Revitalization of the Waterfront Area in the City Center of Yokohama
June 23, 2014	3rd Council Meeting	(1) Master Plan for the Revitalization of the Waterfront Area in the City Center of Yokohama
August 5, 2014 ~September 5	Citizens' Opinion	We received 261 letters and 546 comments.
January 30, 2015	4th Council Meeting	(1) Result of the public opinion survey (2) Yokohama City Center Waterfront Area Revitalization Master Plan Report (Draft)
February 18, 2015	Report from the Council on the "Yokohama City Center Waterfront Area Revitalization Master Plan"	
February 23, 2015	Yokohama City Center Waterfront Area Revitalization Master Plan developed.	

### ■ List of members of the "Yokohama City Center Waterfront Area Revitalization Master Plan Council"

identity	Affiliation
Arai Ogiko	Part-time lecturer at Tokyo University of the Arts, Visiting Professor at Sensoku Gakuen School of Music
Ikebe Konomi	Professor, Graduate School of Horticulture, Chiba University
Shuji Kaneko	Chairman, Urban Policy Committee, Yokohama Chamber of Commerce and Industry
Koichi Saito	Immediate Past President, Yokohama Junior Chamber of Commerce, Inc.
Leaves Sasaki	Professor, Department of Social and Environmental Engineering, School of Creative Science and Engineering, Waseda University
Satoshi Sadohara	Professor, Graduate School of Urban Innovation, Yokohama National University
Shinji Suzuki	Professor, Faculty of International and Integrated Sciences, Yokohama City University
Fumihiko Nakamura	Dean, Graduate School of Urban Innovation Research, Yokohama National University
Tsugio Fujino	Visiting Professor, Faculty of International and Integrated Sciences, Yokohama City University
Shigeru Moriji	Professor, National Graduate Institute for Policy Studies
Noriko Yagasaki	Associate Professor, Department of International Tourism, Faculty of International and Regional Studies, Toyo University



Masaki Yamashita	Manager, Tourism Strategy Office, Tourism Nation Promotion, Travel Business Division, JTB Inc.
Manami Yuasa	Director of Arts, British Council

Chairman  
omitted)

(Affiliations, etc. as of the 4th Council Meeting) Alphabetical order, titles





## Agency Review Structure

district	Kanagawa Ward Nishi Ward Naka Ward			
bureau	Global Warming Policy Headquarters	Policy Bureau	Citizens Bureau	Culture and
	Tourism Bureau	Economy Bureau		
	Environment and Creation Bureau	Roads Bureau	Port and Harbor Bureau	
	Transportation Bureau	Urban Development Bureau		
secretariat	Urban Development Bureau	Nippon Sekkei Inc.		

## Citizens' Opinion Result

Number of submitters	261 (242 persons, 11 organizations)	
Submission Method	208 mailed (200 persons) 44 e-mailed (36 persons and 8 organizations) 1 facsimile (1 person) 8 letters brought (5 persons and 3 organizations)	
Number of Opinions	546 cases	
Classification and number of opinions *Opinions related to multiple areas were categorized by selecting representative items.	(1) Overall planning	45 cases
	(2) Measure 1: "Amplification of the Attractiveness of the Waterfront Area of Central Tokyo	283 cases
	(3) Measure (2) "Creation of a circulation system to strengthen functional linkages	97 cases
	(4) Measure 3: "Creating a World-Class Environment for the Next Generation	33 cases
	(5) Measure ④ "Creating Safety and Security to Support Activities in the Urban Center	24 cases
	(6) Measure 5: "Creating sustainable value and community through citizen participation	22 cases
	(7) Others	42 cases

Policy names are current at the time of soliciting public opinion.

## authority

	Yokohama Ijindo Shokan no Zu (Yokohama Foreigner's Trading Post), 1861 (in the collection of Yokohama Port Opening Museum)
	True drawing of Yokohama trading posts, painted by Hiroshige III, 1872 (in the collection of Yokohama Port Opening Museum)
	Panorama of Yokohama Harbor, 1910s, early 20th century (Collection of Yokohama Port Opening Museum)
	Yamashita Park (Postcard), Showa Period (Collection of Yokohama Port Opening Museum)
	Port Town/Yokohama Urban Formation History (Planning and Coordination Bureau, City of Yokohama, 1981)

## reference

data	Yokohama Convention & Visitors Bureau HP
	Koganecho Area Management Center HP
	Japan Transportation Planning Association



## ■ Main opinions and ideas in the Council

### General

- Since the image of Yokohama is fading, it is important to increase awareness of the city as a destination.
- Coming up with a strong theme that is unique to Yokohama will help attract people and money.
- Yokohama's role in Japan should be clarified, as the port is becoming less and less the center of exchange.
- Since Yokohama is not a capital city, it is better to develop areas with high growth potential rather than in all directions.
- It would be good if the master plan could be used and positioned in such a way that it would be broadly inclusive of what citizens want to do.
- In the hope of future growth, it is important how highly skilled professionals and foreign human resources who create high added value can play an active role.
- For the future, it is still important to attract young people and businesses, and to do so, the place should be sympathetic to young people.
- The most important people are the consumers.
- There must be a way for people from other countries to meet each other and become a kind of hub.
- The largest market for the future is the elderly in the Tokyo metropolitan area. They have the time, money, and discernment to enjoy the city.
- It is necessary to clarify what is missing in order for people from outside the city to become repeat visitors.

### [Characteristics of the waterfront area in the city center].

#### <Resources of the city

- Yokohama has historical assets and an international image as a port city.
- The unique and good thing about the urban waterfront area is that so much of the city center is spread out directly facing the sea.
- Yokohama is the birthplace of brass bands and jazz, and represents Japan's gateway to world music.
- Yokohama has a history of water coming from Mt. Fuji and supporting civilization and development.
- Yokohama has always had a social aspect, with everyone involved in the development of the city since the opening of the port.

#### <Location and environment

- It is important that the city is polycentric (multi-polar and decentralized). The fact that it is a rare subcenter in Asia should be communicated.
- The challenge is how Yokohama, a cosmopolitan city, can differentiate itself from central Tokyo, where all functions are concentrated.
- The Yokohama brand is strong domestically, but when viewed as tourism from overseas, Tokyo should also be considered for utilization.
- I think we can bring out the best of Yokohama by collaborating with other regions, such as Hakone, Kamakura, and the Miura Peninsula.

#### <Examples from other cities

- London is reworking its strategy to be more comprehensive, not only in industrial promotion, but also in education, business, and deregulation.
- In Bristol, UK, there is a strong focus on creative economic activity, including innovation and research institute businesses. Creators also have London as the place to present and Bristol as the place to create.
- The global trend is how to transform public spaces into public spaces where people can gather.
- Singapore is calling itself a garden city by creating a lot of shade trees to create a city brand. It also claims to be the Capital of Asia for all food and culture.
- Overseas cities, such as HafenCity in Germany, are redeveloping their ports by making good use of their characteristics.

**[Strategy for community development].****<Industry: International Business**

- Innovation is an important theme for Yokohama, which has revolutionized distribution through the silk trade.
- We should collaborate with the Keihin waterfront area to create a town that can be enjoyed by people with specialized expertise, and to develop headquarters functions in conjunction with research centers.
- Among the creative industries that are expected to grow, the largest growth in the number of workers is in the IT-related sector.
- It would be good if the city could function like a future center that brings innovation to business.
- The story goes that since land is cheaper in Yokohama than in Tokyo, the investment will provide abundant space.
- Tentative use of the land to be developed is also important. For example, one idea is to set up a plant factory to promote agricultural R&D in the city center.

**<Industry: Hospitality**

- The city needs to be marketed to increase its competitiveness in attracting international conferences.
- IR that attracts people to a wide area should be actively introduced. However, a strategy to revitalize the entire city is also necessary.
- We should be serious about the night-time economy. Currently, people go to Tokyo to enjoy after-convention activities.
- We would like to value those who visit Yokohama from the viewpoint of learning culture. Many foreign delegations have visited the city.
- Westerners seek the inner aspects of Japan through tourism, and its attractiveness as a living space is also important.
- Food culture is important in attracting foreigners. The Tokyo waterfront area is characterized by the close proximity of food, work, and residence, which can be enjoyed on two levels.
- Yamashita Pier and the Higashi-Kanagawa waterfront area, which will be the focus of future urban development, should create original content that will attract people.

**<Industry: Creativity**

- Growth, creativity and innovation are very much related and overlap with the attractiveness of a city. Various departments should work together to further activate the discussion.
- Yokohama values design and creativity, and if society were to design itself, it would be even more competitive.
- Investment in culture is still lacking. In addition, it is important to improve the educational system.
- Yokohama lives and breathes high style. When you put something like Cirque du Soleil in there, the textile industry and art are born, along with the creative activities of young people, and culture is nurtured.

**<Life**

- One of the attractions of Yokohama is the "Yokohama way of life," which is unique to the port. At the core of this is "living in the heart of the city."
- The ability to portray a healthy and happy lifestyle is important and is used as an indicator of urban strength.
- The environment should be addressed from an expansive perspective, including food, forest resources, water, energy, etc.
- As Japan becomes an advanced country with a super-aging society, it is hoped that Yokohama will become a world-leading social model.

**<Space>**

- It is good for citizens and people in the city to have an image of the "Minato Exchange Axis" and to think about this zone together.
- If Yokohama's unique neighborhoods are branded, it will become a city that people want to visit.
- The revitalization of the Kannai and Kangai districts is a very big theme. Since this is where Yokohama got its start and there are several public facilities to be reconstructed, we need to be proactive in our discussions.





## Bases and Spaces

### <Business and Living Environment Improvement

- To promote internationalization, it is necessary to create a 24-hour work environment and remove temporal and spatial barriers.
- In order to attract companies, it is necessary to improve the environment for international companies and take measures to provide incentives.
- It is necessary to create an environment that will increase the number of companies starting up in Yokohama.
- It would be good to have a place where foreign children can immediately enter elementary school or lodge foreign students.
- The coastline, with its few traffic lights, is an attractive jogging course, like the Imperial Palace.

### <Creating Spaces

- Future city development should be centered on the history and culture of the port city. Shanghai is more advanced in terms of aiming for new development.
- Urban development that does not manifest itself in land prices, such as renovation, should be developed, especially in former urban centers.
- It is important whether the Creative City's efforts can be manifested in the land use conversion of the Yamashita Pier.
- 70~ It is important to respect the urban design challenges of the 80's and make it a form that everyone can share.
- Simply preserving history may end up looking like a theme park. Careful discussion is needed on how to have respect for historical objects and how to do so.
- Should not the mid- and low-rise buildings in Kannai and other areas that have supported Japan since its high economic growth period be passed on as historical assets?
- It is important to maintain the quality of the space, which affects the air and atmosphere of the town.
- When the station, city hall, and large-scale facilities form a single, stately hub, it will naturally become a space that is uniquely Yokohama.
- Yokohama's longstanding commitment to urban design should be strongly positioned. It is highly regarded by society and is seen as the most attractive city in Asia.
- It would be good to review the way the road space itself is used and have an image of culture and art being involved in it.
- Urban design looks beautiful, it would be good to create a viewpoint place.
- Asian students coming to Japan to learn about Japanese methods of revitalizing historical cityscapes.
- Cultural facilities are important because of how they have aged. It is also important to utilize existing facilities.
- It is important to attract people to places like Noge and Koganecho, which are highly attractive as living spaces.

### <Building a base of operations

- In introducing IR, it is necessary to launch it in unison with the city so that the city will also benefit from it.
- It may be a good idea to fund some of the proceeds from IR and use them as funds for cultural and artistic activities.
- It would be good to combine IR with a hall that cannot be operated independently so that citizens can experience first-class culture.
- In Korea, international conferences are held to attract foreigners to the country, using the casinos from which they come as a source of funds.
- By modifying an existing hotel, rather than a foreign hotel or large-scale accommodation facility, the accommodation facility will be unique to Yokohama.
- When building a large cultural facility, the occupancy rate, accompanying organizations, and facility aspects need to be carefully considered.
- The same program cannot compete with Tokyo, so it is necessary to create something that can only be heard in Yokohama. For example, a ballet school and ballet theater, accommodations dedicated to this purpose, and Japan's first hall dedicated to ballet are possible.
- The area of the central wholesale market may be an important place to connect the Yokohama Station area to the Higashi-Kanagawa waterfront area and the Keihin waterfront area. With the construction of a waterfront highway in the vicinity, now is seen as an opportunity to do something about it.
- Universities should be positioned as players in innovation.

## Migration

- There is an option to add a passenger ship receiving function to the Yamashita Pier area, where land use conversion is expected.
- If water transportation and micro-mobility are to be actively introduced, it is necessary to review the way transportation nodes are created.
- It would be interesting to have a ropeway to move around the city. There are examples of ropeways in practical use overseas.
- It is necessary to improve the circulation of the Kannai and Kangai areas in conjunction with the revitalization and utilization of Odori Park.

## Environment

### <Creating Greenery and Water

- It would be good if the beauty of the harbor could be enhanced by creating new greenery and creative city mechanisms.
- A garden-type park should be created. With the help of citizens, it may be possible to transform the park into one that is dignified enough to compete to attract visitors.
- In order to clean the ocean, it would be good to build a purification facility like the one in Singapore at Yamashita Pier.

### <State-of-the-art environmental technology

- Yokohama is an eco-future city that is highly versatile because it has realized an eco-future city within the context of the way we live today.
- Energy coordination between sites can effectively reduce environmental impact and increase supply stability in the event of a disaster.
- In order to show environmental and other initiatives to the general public, it is necessary to use events and other measures to attract people.

## Safety and Security

- Various disaster countermeasures using boats from the sea are important.
- It would be good to include perspectives such as traffic in the event of a disaster, where migration and safety and security can be pursued at the same time.

## Participation of diverse bearers

### <Making the system work

- With all the small businesses clustered in Yokohama, we need an all-Yokohama system to attract people to the city.
- It would be good to have a one-stop platform that accepts foreign delegations that have the ability to transmit information.
- In order to attract international conferences, it is important to promote the attractiveness of the city, and the master plan is a weapon for this purpose.
- Urban design and policies that take advantage of the history of the port city should be one of the main attractions.
- Doing city promotion in multiple languages is another necessary initiative to promote area management. Also, in order to do city promotion, area management, including the source of funds, should be mentioned.
- By creating a cross-sectional system, it would be good to be able to obtain information tailored to the needs of different people, rather than, for example, disseminating information on a municipal basis.
- For example, Yokohama's image can be communicated to the world by being used as a filming location for movies.

### <Community Building

- It would be good to see how the citizens can use the facility as a new base so that they can easily visualize how they can use it.



## glossary

### A line]

#### ○ After Convention

Various events that follow the end of the meeting schedule or after the meeting time. Typically includes free-participation activities such as shopping, entertainment, etc. in the surrounding area." (A term roughly equivalent to "post conference.") (Japan Tourism Agency, "Guidebook for Attracting International Conferences," March 2014)

#### ○ Innovation

The term "innovation" was first defined by the Austrian economist Schumpeter (1883~ 1950). In his book "The Theory of Economic Development" (1912), he argued that internal factors such as innovation play a major role in economic development rather than external factors such as population growth and climate change, and that so-called entrepreneurs create new value by destroying existing value (creative destruction). He argued that the source of economic growth is for so-called entrepreneurs (entrepreneurs) to destroy existing values and create new values (creative destruction). He cited as examples of innovation: 1. development of new products through creative activities, 2. introduction of new production methods, 3. development of new markets, 4. acquisition of new resources (sources of supply), and 5. organizational reform. (Ministry of Education, Culture, Sports, Science and Technology website, "White Paper on Science and Technology 2009")

#### Inner Harbor District

The inner harbor area (generally inside the Bay Bridge and seaward of the JR Keihin-Tohoku and Negishi lines) and the water area enclosed by the land area.

Proposal for the Inner Harbor Development Concept in the Waterfront Area of Central Tokyo (March 2010), Yokohama City Inner Harbor Study Committee)

#### ○ Infrastructure

Infrastructure. Infrastructure is the foundation that supports the maintenance and development of urban activities, including social, economic, and industrial activities, and is the backbone of the urban structure. In urban planning, infrastructure includes roads, parks and green spaces, water supply and sewage systems, and rivers. (Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013), City of Yokohama)

#### ○ Waterfront

Water front: a waterfront area of a sea, river, lake, etc., or a waterfront district in the vicinity of a large city. (Sanseido weblio "Landscaping Katakana Dictionary" (Japan Landscaping Association))

#### ○ Area Management

Proactive efforts by residents, business owners, landowners, etc. to maintain and improve the good environment and community values in a region. (Urban and Water Resources Bureau, Ministry of Land, Infrastructure, Transport and Tourism (March 2008), "Area Management Promotion Manual")

In addition, the report of the "Committee to Study the Regional Management by New Leaders (Chairperson: Shigeyoshi Kobayashi, Professor of Yokohama National University Graduate School: 2006 (Heisei 18))" states, "Various voluntary efforts by local residents and landowners to realize the formation and management of a good living environment in a certain area (area) (including consensus building, property management, implementation of projects and events, public/private partnerships, etc., and support by experts and support groups)". The term "voluntary initiatives" is defined as "various voluntary efforts by local residents and landowners to realize the formation and management of a good living environment in a certain area (area), including consensus building, property management, implementation of projects and events, and public-private partnerships, as well as support by specialists and support groups. The definition of "voluntary efforts by local residents and landowners for the realization of community-based management" is as follows.

#### ○ Open space

A certain local expanse without buildings. The condition of vegetation, water surfaces, etc., that improves the quality of the environment and meets the recreational demands of residents. (Sanseido weblio "Landscaping Katakana Dictionary" (Japan Landscaping Association))

### [F].

#### ○ Wind Road

As a countermeasure for the heat island phenomenon, the idea is to create wind paths that blow into the city and cool the air that becomes hot in the center of the city.

#### ○ Creator

Creator. creator, originator, founder (Sanseido weblio). Yokohama City is promoting urban development that creates new values and attractions for the city by utilizing the "unique history and culture surrounding the port" and taking advantage of the "creativity" of art and culture. ("Creative City" (Creative City Promotion Division, Culture and Tourism Bureau, City of Yokohama))

#### ○ Global

Global, from the English words for "globe" and "sphere". It can also be used to mean "on a global scale. (Sanseido Wordwise Web)

#### Disaster Reduction

Emphasis should be placed on proactive rather than post-disaster response, and systematic efforts should be made to mitigate damage as much as possible, starting with what can be done. ("Disaster Mitigation Handbook (March 2009)" (Cabinet Office))

After the Great East Japan Earthquake, the Reconstruction Design Council (chaired by Mr. Makoto Iokibe, President of the National Defense Academy of Japan) shifted the concept of "complete containment" in dealing with natural disasters such as tsunamis and formulated the idea of "disaster mitigation" to minimize the damage. (Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013)(City of Yokohama))

#### ○ High standard housing

A house that is constructed to a high standard within the standards set by the Japan Housing Finance Agency. There are types such as environmentally friendly type and proposal type. (Asahi Shimbun kotobank website "Remodeling Glossary Explanation" (Remodeling Home Pro))

## ○ Community Cycle

An urban bicycle rental system that is easy for anyone to use, with a variety of rental locations that employ a self-service rental and return system that utilizes IT technology, making it easy and inexpensive for people of all walks of life to use. In Europe, this system has been deployed in large and small cities, and is attracting attention around the world. (Yokohama City Urban Transportation Plan (March 2008), Urban Transportation Division, Urban Development Bureau, City of Yokohama)

## ○ Conversion

Some existing office buildings have become difficult to secure tenants due to aging facilities and changes in location. This refers to the conversion of such office buildings to housing, SOHO, welfare facilities for the elderly, etc., by improving the facilities, etc. (City Planning Terminology Study Group, "The Fourth Revised Dictionary of City Planning Terms," Gyosei )

## ○ Convention

Convention, a conference-style event. Styles include symposiums, lectures, and conventions. ( Sanseido weblio "Advertising Term Dictionary" ( ad job change .com ))

**S line]**

## Serviced Apartments

A luxury rental apartment with hotel-like front desk service and house cleaning service available. They are furnished with daily necessities such as furniture, home appliances, and tableware, so that you can start your daily life immediately after moving in. (HOME'S Home Page "Glossary of Real Estate Terms" (NEXT Co.,Ltd.))

## ○ Industrial Remains

Relics and ruins that convey the image of industries that took root in the area in a certain period of time. (Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013), City of Yokohama)

## viewpoint

A viewpoint is a place from which a view of a landscape can be seen. A viewpoint is a place that can be seen by many people, such as a train station or a main street. In addition, viewpoints are generally considered to be places where good views can be obtained, such as on top of hills or bridges. The view from a viewpoint place is an attempt to create and maintain a place with a good view in the community, which enhances the public nature of the view. (UR Urban Renaissance Agency website "Urban Design Portal Site")

## XX Slope Green Space

Green spaces left on the slopes of urban areas. Slope green areas along rivers and coastlines are a characteristic feature of Yokohama's landscape. (Yokohama City Basic Plan for Water and Greenery (January 2007), Policy Division, Environment and Creation Bureau, City of Yokohama)

## ○ Independent and decentralized energy

Energy supplied by several small power plants, such as renewables and private power generation facilities, rather than general electricity created by large power plants. It has the advantage of being strong in times of disaster. (Yokohama City Minato Mirai 21 District Smart Urban Development Policy <Report> (March 2014) (Yokohama City Minato Mirai 21 District Smart Urban Development Council))

## Biodiversity

A term that comprehensively refers to the variation found among living organisms. It is based on three levels of diversity: "ecosystem diversity," the existence of various ecosystems composed of the interaction of various organisms; "species diversity," the existence of various species; and "genetic diversity," the existence of the same species but with different genes. (Yokohama City Basic Plan for Water and Greenery (January 2007), Policy Division, Environment and Creation Bureau, City of Yokohama)

## ○ Creative Industries

Design, film, video, music, and computer software are considered "creative industries. In order to form a creative city, the City of Yokohama intends to promote the concentration of these industries in order to revitalize its economy. ("Creative City~ City Development through Art~ " ( Creative City Promotion Division, Culture and Tourism Bureau, City of Yokohama ))

## ○ Creative City

The City of Yokohama states that in order to pursue the enrichment of the lives of its citizens while aiming for the independent development of the city, Yokohama shall promote urban development that creates new values and attractions for the city by utilizing its "unique history and culture surrounding the port," which is its greatest strength, and by taking advantage of the "creativity" of art and culture. ("Creative City ~ City Development through Art" ( Creative City Promotion Division, Culture and Tourism Bureau, City of Yokohama ))

**[Taho] [Taho]**

## ○ District heating and cooling systems

A system that provides centralized heating, cooling, and hot water supply to multiple buildings in a region. The system is more efficient in energy use than individual heating and cooling systems, and is advantageous in terms of economy and environmental conservation. ( Asahi Shimbun kotobank "Digital Daijisen" ( Shogakukan ))

## ○ Local production for local consumption

It refers to the concept of consuming locally produced goods within the region.



○ Super-aging society

A society in which the elderly population aged 65 and over accounts for more than 21% of the total population. It is said that it is only a matter of time before Japan becomes a super-aging society. A society in which the percentage of the elderly aged 65 and over accounts for more than 7 percent of the total population is called an "aging society," and a society in which the percentage exceeds 14 percent is called an "aged society." ( Sanseido weblio "Nursing Care Glossary" ( Arukka Town ) )

○ Urban functions

Function as a city (political, economic, cultural, etc. center with many people). It has one or more of the following functions: business, commerce, culture, tourism, and exchange. Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013), City of Yokohama)

○ Urban center function

Function as a city center (where higher functions such as business, commerce, culture, tourism, and interaction are concentrated). Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013), City of Yokohama)

○ Urban residence

To live in a highly convenient urban center. The reason for this recent trend is that the population in large cities is returning to the city center, and there is a rush to build high-rise condominiums with more than 20 floors above ground level. This is due to factors such as falling land prices, deregulation of floor-area ratios and other regulations, and increased sales of land by corporations. On the other hand, in regional cities, the promotion of urban residence has become an issue as a countermeasure against the hollowing out of central city areas. In this case, the term "urban residence" is also used. (Professor Hideki Kobayashi, Chiba University) (The Asahi Shimbun CommentayonChiezo 2015")

**[Na].**

○ ○ Nightlife

Activities of people seeking evening entertainment. ( Sanseido weblio "Japanese WordNet [Eiwa]" ( National Institute of Information and Communications Technology ) )

**C line]**

○ Personal Mobility

A single-seat mobility device. In many cases, it refers to electric vehicles that use advanced technology. (Proposal for the Inner Harbor Development Concept in the Waterfront Area of Central Tokyo (March 2010), " (Yokohama City Inner Harbor Study Committee))

Barrier-free

It refers to removing barriers that hinder the actions of the elderly and people with disabilities in their daily lives and creating living spaces that are friendly to the elderly and people with disabilities (e.g. eliminating steps in sidewalks). It is also intended to eliminate not only physical barriers, but also mental barriers to social participation for the elderly, disabled, etc. (Yokohama Urban Transportation Plan (March 2008), Urban Transportation Division, Urban Development Bureau, City of Yokohama)

○ Heat island phenomenon

A phenomenon in which temperatures in urban areas are higher than those in suburban areas. It is called a "heat island" because the high-temperature areas look like "islands" when isotherms are drawn. (Yokohama City Basic Plan for Water and Greenery (January 2007), Policy Division, Environment and Creation Bureau, City of Yokohama)

○ Platform

It refers to a partnership consisting of various people and organizations.

**Ma line]**

○ Unused energy

This refers to energy that has not been utilized until now, such as temperature difference energy from river water, sewage water, etc., and exhaust heat from factories, etc. In recent years, it has become possible to meet the demand for heat for consumer use by developing energy systems that combine these unutilized energies at each stage from high to low temperatures without waste, such as by utilizing heat pump technology, etc., in accordance with regional characteristics. Specific types of unused energy include: (1) heat from domestic wastewater, gray water, sewage, and treated sewage water, (2) waste heat from cleaning plants, (3) waste heat from power substations, (4) heat from river water, seawater, and groundwater, (5) factory waste heat, (6) waste heat from air conditioning and heating in subways and underground malls, (7) heat from snow and ice, and others. ("Energy White Paper 2014" ( Agency for Natural Resources and Energy, Ministry of Economy, Trade and Industry ) )

**[Ya row].**

Three towers of Yokohama

Common name for the King's Tower (Kanagawa Prefectural Government Building), Queen's Tower (Yokohama Customs House), and Jack's Tower (Yokohama Port Opening Memorial Hall).

○ Unique Avenue

A "special place" is a place that is specially rented to meet needs different from those of the original business as an effort to create a "special experience" by holding events in a "special place." ("Unique Venues HANDBOOK Museums and Art Museums" on the website of the Japan Tourism Agency)

**Row R**

○ Lifeline

Facilities or equipment that support people's daily lives. Supply facilities such as electricity, gas, and waterworks. In a broad sense, it also includes district heating and cooling, water supply facilities, waste disposal facilities, telecommunications facilities such as telegraph and telephone lines, and transportation facilities such as roads, railroads, and waterways. (Yokohama City Urban Planning Master Plan (Overall Concept) (March 2013), City of Yokohama)

○ Renovation

Renovation, a more extensive renovation than remodeling. It is a large-scale renovation work that improves the performance and value of a building by changing its use and functions, leaving only the existing framework (structure). Specifically, it is performed to ensure earthquake resistance and fire safety, to improve durability, to save energy such as heating and cooling costs, and to adapt to and improve changing building functions such as the shift to IT. (Asahi Shimbun kotobank website "Remodeling Glossary Explanation" ( Remodeling Home Pro ))

○ Recreational and other active waters

An area where the Port of Yokohama will actively open its waters to citizens and others to promote the use of the waters for a variety of marine recreational activities such as canoeing, sea kayaking, and triathlons, as well as to enhance water transportation and sightseeing boats, in order to further create a lively atmosphere, improve the attractiveness of the port, and create a port-like landscape. ("Yokohama Port and Harbor Plan - Revised - (November 2014)" (Yokohama Port and Harbor Manager, City of Yokohama))

○ Logistics

Comprehensive management from the perspective of making the "flow of goods (logistics)" in the process from the procurement of raw materials and delivery of finished products to the delivery of products to customers more efficient and effective. (City Planning Terminology Study Group, "Dictionary of City Planning Terms, 4th Edition" (GYOSEI))

**Alphabet]**

○ AEMS

Area Energy Management System: A system that manages energy for the entire region, including both the energy supply side and the entire demand side. (Minato Mirai 2050 Project Action Plan (Draft) (December 2014), City of Yokohama)

○ BEMS

A building energy management system. A system for reducing energy consumption through the operation and management of building equipment and facilities. Minato Mirai 2050 Project Action Plan (Draft) (December 2014), City of Yokohama)

○ CEMS

Community Energy Management System: A system that manages the supply of energy on a regional scale, centered on the demand side. The amount of electricity used can be monitored in real time, and the balance between supply and demand is always maintained at an optimum level. (Yokohama City Minato Mirai 21 District Smart City Development Policy <Report> (March 2014), Yokohama City Minato Mirai 21 District Smart City Development Council)

○ DHC

District Heating & Cooling: A system that efficiently supplies heating, cooling, and hot water by bringing them together in a region, rather than individually in each building.

○ HEMS

Home Energy Management System: An energy management system for the home. The system visualizes the power consumption of home appliances, etc., and supports both CO2 reduction and comfortable lifestyles by controlling efficient power saving and storage. (Yokohama City Minato Mirai 21 District Smart Urban Development Policy <Report> (March 2014), Yokohama City Minato Mirai 21 District Smart Urban Development Council)

○ ICT

Abbreviation for Information & Communication Technology. (Yokohama City Minato Mirai 21 District Smart City Development Policy <Report> (March 2014), Yokohama City Minato Mirai 21 District Smart City Development Council)

○ MICE

An acronym for Meeting (corporate meetings), IncentiveTravel (corporate incentive and study tours), Convention (general meetings and academic conferences organized by international organizations and academic societies), and Event or Exhibition (events, exhibitions, and trade fairs), all of which are expected to attract a large number of visitors. Expected to attract a large number of visitors.

A generic term for business events, etc., to be held in Hama City. Tourism Promotion Action Plan for the Realization of an International Tourism and MICE City (January 2011)" (Division, Hama City Culture and Tourism Bureau)

○ nonprofit organization

A nonprofit organization is a citizen's group that can engage in non-profit activities, and is translated as a private nonprofit organization. In March 1998, the Law for the Promotion of Specified Nonprofit Activities (NPO Law) was enacted, allowing organizations that conduct activities in 17 fields, including the promotion of community development, and meet the requirements of the Law, to acquire legal personality as a specified nonprofit organization. ("Yokohama City Basic Plan for Housing and Living Standards (March 2012)" (Housing Planning Division, Yokohama City Building Department))



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