



Namiki Alleyway Ikoiko Vacant Store Regeneration Project

PROJECT ENTITY: Iida Machizukuri Company
LOCATION: Iida, Nagano

Background and progress

Located in the center of Iida, Nagano, the Ikoiko project targets an area dealing with the spread of vacant stores and hollowing-out due to suburbanization. Previously, public-private projects had been pursued in attempts to redevelop the central areas of the city, but landowners around the Namiki Alleyway declined to participate in redevelopment out of a desire to remain in their homes. The area remained under-developed and an obstacle to the city's revitalization.

As the landowners grew older, they became less inclined to proactively make use of their real estate and negotiate with potential tenants. In order to resolve the vacant store problem and help reduce the burden of landowners, Iida Machizukuri Company, a trusted local company that had previously been involved in city redevelopment projects, led the area in preparing for new businesses.

About the project

In an area with many vacant buildings and stores, the Iida Machizukuri Company rented land and buildings from landowners, undertook renovation, and sublet the spaces to tenants. During the process of finding tenants, six related community organizations hosted a nine-month startup camp to support people wishing to start a business. This course taught participants

how to plan, run, and finance their business. Of numerous applicants, seven tenants were selected based on their potential to both fit into the area and achieve a stable business. This project aims to create a comfortable environment in which people can wander freely between the newly developed establishments, all of which serve food or drinks.



Café located in an old wooden building



The entire alleyway



Open terrace at the center of the alleyway



Startup camp to train business owners



Renovated warehouse is used as management company office