

# 25. Omihachiman, Shiga



# Citizens bring back the traditional landscape to pass down to the next generation

## [Omihachiman, Shiga]

- ❑ The Hachiman Important Preservation District for Groups of Traditional Buildings in the old part of the city has many main or residential buildings of the Omi merchants with sophisticated designs, which form a rich townscape together with the streets lined with pine trees emerging over the walls. Earthen storehouses stand along the Hachimanbori canal, creating a beautiful landscape in combination with the greenery around the Himure Hachimangu shrine and by the canal.
- ❑ This townscape was restored through a civic movement carried out on a scale unprecedented in Japan. The efforts have continued with the Hachimanbori Festival and other initiatives highlighting the landscape and other regional resources, and have led to the recovery in the number of tourists.

### Landscape assets brought to life again: The Hachimanbori revival movement

- With the development of road networks and automobiles, the Hachimanbori canal was no longer used for water transport. In the late 1960s to early 1970s, the water quality deteriorated to such a level that the smell was unbearable in the summer. Soon there were talks of filling the canal.
- Around 1975, the local Junior Chamber started campaigning for revival of the canal through dredging, and the citizens responded by participating in the cleaning operations. This movement was driven by the citizens' wish to recover their canal, landscape and view of the town.
- The government also responded to the civic movement by performing dredging operations between 1976 to 1980.
- Since then, the symbolic townscape and waterways of this district have been revived, and are now used as filming locations for movies and television.



### Conservation and maintenance of the Important Preservation District for Groups of Traditional Buildings

- Subsidies are granted for maintenance or restoration/repair of traditional buildings as well as works for non-traditional buildings to improve the townscape.



- Repair/townscape development projects (since 1990)  
Repair projects: 198  
Townscape improvement projects: 63      261 in total

### Conservation/utilization of vacant houses

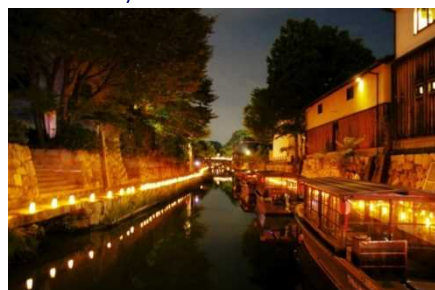
- Vacant houses were increasing in the district, so owners of these houses were contacted to encourage preservation and utilization. The houses were renovated to preserve the building and the townscape, and are now used as shops or restaurants.



- Number of projects in recent years  
2014: 1  
2016: 1  
2017: 1  
2018: 1 (planned)

### Active use of the Preservation District

- Every September, Hachimanbori, the Preservation District and its surroundings are illuminated. Buildings usually closed to the public are open for public viewing, and events are held including live rakugo performances and concerts. Around thirty thousand tourists visit each year.



Hachimanbori Festival

### Repairing buildings for new uses

- The former residence of the Ban family, an Omi merchant, was the city's public library in the past. Preservation works were carried out between 1998 and 2003, and the building is now open for public use.
- Currently, Hachiman Kyoiku Kaikan, a public interest foundation that owns and manages the building, hosts community activities to pass down the culture of Omihachiman to future generations, holding workshops on local culture and traditional craftsmanship and offering tours of the traditional townhouse.



After repairs (current state)



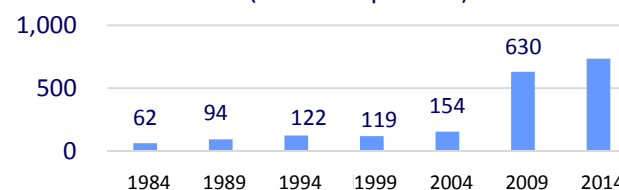
Juzu bracelet making workshop



Lecture on exploring the townscape

### Impact of the efforts

Number of visitors to the Hachimanbori area (thousand persons)





## 26. Ine, Kyoto



# Townscape development capitalizing on the local resources of Ineura Funaya-gun [Ine, Kyoto]

- ❑ Ineura is a fishing village where traditional buildings built between the late Edo to early Showa periods remain, including the Funaya boathouses and the main houses lining the Ine Bay, as well as storehouses, temples and shrines. Together with Aoshima Island, Ine Bay and the coastal forests that were believed to attract fish, the entire environment forms an attractive landscape.
- ❑ Concerted public-private efforts to conserve and utilize this landscape have generated positive effects, such as increase in the satisfaction level of tourists.

## Preservation of the townscape at Funaya-gun

- Pavement and guideboards are designed to be in harmony with the townscape to preserve the townscape of Funaya-gun unique to Ineura.



Pavement



Guideboard

Brownish pavement and wooden guideboard with Japanese roof tiles to match the townscape.

### What is "Funaya-gun"?

The Funaya houses of Ine, with a boat garage on the first floor and living quarters on the second floor, are built at the edge of the water along the Ine Bay, forming a row of 230 houses in total. The main living quarters are the houses across the street on the mountain side. The lifestyle centered around fishing still continues today.



## Establishing tourist facilities

- Tourist facilities publicly built and run by the private sector are placed in open spots to form part of the continuing row of Funaya boathouses.



Facilities built are used for cafes, restaurants and tourist information centers.

## Public-private efforts to promote tourism

- In order to increase the satisfaction of the tourists with Funaya-gun, the town provided public toilets and a private organization started a guided tour of boathouses.



[Public] Public toilet for tourists

Because of the lack of space for building new public toilets, the town rented toilets from temples, shrines and private homes to secure enough toilets that could function as public toilets. Currently, 5 such toilets are available. (As of the end of 2017)



[Private] Full experience of Ine with a Funaya guide



[Private] Community bicycle

## "Landscape Supporter" program

- A "Landscape Supporter" program was launched to promote townscape development through collaboration between the town and its residents.



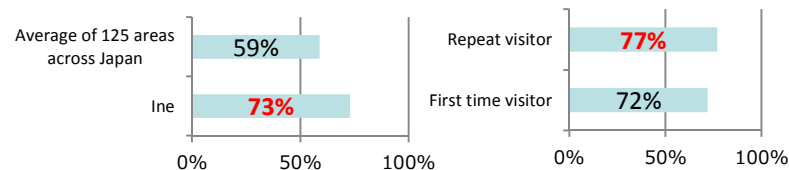
Patrolling by the Landscape Supporters

### "Landscape Supporter" program

- The town designates a private organization for collaboration to improve the landscape in Ine.
- The Landscape Supporters patrol the town once a month, and document/inspect landscape-related matters. Based on this, they work to spread awareness among the town's residents and make proposals from the viewpoint of the residents.

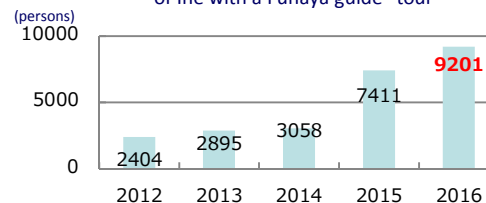
## Impact of the efforts

Satisfaction on the landscape/atmosphere of the local town

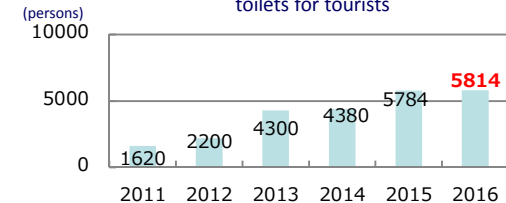


[Source] Strategic Marketing Research Report for the Development of the Kyoto by the Sea Tourism Zone

Number of tourists participating in the "full experience of Ine with a Funaya guide" tour



Number of persons using the public toilets for tourists





27. Tondabayashi, Osaka

# Conservation of a historic townscape with the local residents adding drama

## [Tondabayashi, Osaka]

- ❑ Tondabayashi is a Jinaimachi (temple town) built around the Koshoji Betsuin Temple during the early Eiroku period (1558-1569), which thrived as a rural commercial center in the Edo period. The old town layout still remains today with the heavy-set townhouses from the Edo period lining the streets, creating a historic landscape reminiscent of the prosperity enjoyed in the bygone days.
- ❑ Conservation of the historic townscape and events organized through public-private collaboration have raised the local residents' awareness on the landscape and led to an increase in the number of visitors to the area.

### Creating a unique and quality living environment capitalizing on the rich history and natural features

- In order to preserve and restore the historic townscape in the Important Preservation District for Groups of Traditional Buildings in Tondabayashi Jinaimachi, road beautification projects were carried out and subsidies are granted for the restoration and repair of traditional buildings.

【Road beautification】



<Overview of the subsidy program>

Subsidies are granted as follows for the preservation/repair and townscape improvement projects in the Important Preservation District for Groups of Traditional Buildings.

Preservation/repair in the Important Preservation District	Subsidy granted for	Subsidy rate	Maximum amount
Traditional building (Building/gate/wall)	Repair/restoration of the building exterior	8/10	6 million yen
	Seismic retrofit/enhancement of disaster prevention performance	8/10	2 million yen
Conservation/maintenance of the surrounding environment (Slope/earthen floor/stone steps, etc.)	Recovery of slopes	8/10	2 million yen
	Works on outer structure accompanying repair/improvement on the townscape	7/10	2 million yen

Townscape improvement	Subsidy granted for	Subsidy rate	Maximum amount
General structures (house)	New construction/expansion/renovation to improve the townscape	7/10	5 million yen
	Exterior renovation required for the townscape	7/10	3 million yen
Part of the basic design cost for repair/renovation of general structures and maintenance of the premises carried out as part of landscape development		7/10	0.5 million yen

【Restoration/repair of a traditional building】



Former residence of Hirai family

### Establishing a tourist center

- In order to provide information on the history and culture of Jinaimachi to its visitors, and to offer a community space for the local citizens and a resting place for the visitors, a multi-purpose facility (Jinaimachi Koryukan) was established. Its first floor offers a space with an earthen floor and the second floor has a Japanese style room of 37-jo (37 tatami mats) and a small meeting room.



### Local residents adding drama to the townscape

- Local residents add drama to the townscape, with citizen groups holding seasonal events and volunteer guides organizing city tours.

【Spring】 “Jinaimachi Hinameguri”

Hina dolls are displayed in private homes, as well as in front of homes and on street corners to greet visitors.



【Summer】 “Jinaimachi Toro”

Thousand Toro lanterns line the streets of Jinaimachi and the shopping district, creating a dream-like atmosphere.



【Autumn】 “Nochi no Hina”

The tradition of displaying chrysanthemum flowers with a piece of cotton on top together with Hina dolls on the ninth day of the ninth month, partly to give the dolls an airing, is reenacted.



【Winter】 “New Year Nabe Festival”

About 20 hot pot dishes are served in the Jinaimachi area, warming both the heart and the stomach.



【Town tour guided by volunteers】

- A group of volunteer guides consisting of local residents offer guided tours, explaining the townscape and history to the visitors.
- Since the group was organized in 2001, they have guided around a total of 27,000 visitors. (As of the end of 2016)



### Impact of the efforts

Number of visitors to Jinaimachi Koryukan (persons/year)





## 28. Yabu, Hyogo



# Townscape development and regional revitalization featuring the mine resources

## [Yabu, Hyogo]

- ❑ The Akenobe district in Oya-cho, Yabu City is where the Akenobe Mine, once the top tin mine in Japan, is located. The district thrived as a mining town with a population of 4,000 during the Showa period. Later, as the rising yen drove the competition with overseas mineral resources, the mine was closed in 1987. With the rapid population outflow that followed, the community is today left with a population under 100, becoming an endangered “marginal village”.
- ❑ 30 years have passed since the mine was closed, but there are still many mine-related structures and company housing for mine workers standing today, giving the district a unique characteristic of having a townscape of the bygone days when the mine was in operation. Utilization of these local resources has led to an increase in the number of tourists.

### Conservation and utilization of the townscape of a mining town

- The communal bath and company housing for the mine workers were renovated for new use in order to conserve the characteristic townscape of a mining town while enhancing its charm.



One of the seven community baths in Akenobe: Daiichi Yokujo

- A community bath house built in 1934 and available for free to the mine workers and their family was renovated and opened as a museum in 2016.
- The museum displays mineral ores both from in and around the mine, fire fighters' uniforms, and replicas of mine drawings.



Old company housing on display and available for use

- The local residents, NPO, and government worked together to reproduce scenes of the old days in a former company housing.
- Furnished with old furniture and kotatsu tables, the houses are open to the public and used for various events.

### Revival of the One-yen Train service

- The mine train service (the “One-yen Train”) that was discontinued and had donated its cars to the city when the mine was closed was revived through efforts of the local residents, government, and volunteers.
- A regular service of once a month is made possible by training drivers and installing a 70-meter permanent track.



One-yen Train back in the day when the mine was in operation



Events

Event to experience permanently-installed track

### Revitalization of the region

- Local residents and NPOs collaborate to conserve the existing mining-related facilities and promote them widely to attract visitors.
- The community is engaged in a united effort to develop a quality landscape.



Mine tunnel tour

- The local residents organized a guide club in order to pass down the history/culture of the Akenobe Mine to the next generation.
- The government rented part of the mine tunnel from the mining company, Akenobe Kogyo, and set up a facility where people can learn about mining.
- Guide club members give mine tunnel tours.



Activities at the company housing to improve the landscape

- 4 buildings of the company housing were renovated between 2013 and 2014.
- People were invited to volunteer. Local residents, NPO members, and students gathered to improve the landscape, painting the roofs and pulling out the weeds from the surrounding area.

### Impact of the efforts



#### Heritage of Industrial Modernization

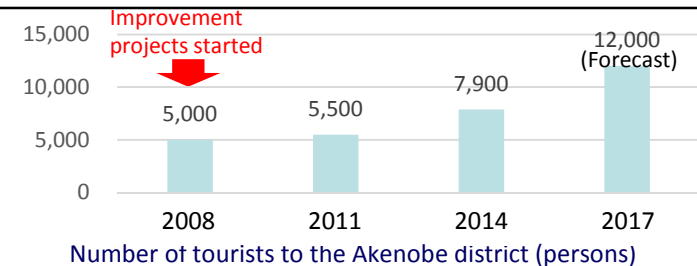
2007, Ministry of Economy, Trade and Industry

Together with the Ikuno Silver Mine (Asago City), “Akenobe Mine Exploration Tunnel (former Setani tunnel)”, “Meishin Train (One-yen Train) and the battery locomotive”, and “Meisei Community Bath House (No. 1 Bath House)” were designated as the Heritage of Industrial Modernization by METI.



#### Japan Heritage

On April 28, 2017, the story of the Bantan Throughway, which includes the Akenobe and Nakaze Mines in Yabu and spanning six municipalities was designated as Japan Heritage by the Agency for Cultural Affairs.







29. Takatori, Nara

# Town development highlighting the old castle town and the hospitality of its elderly residents [Takatori, Nara]

- ❑ The Tosa area located at the center of Takatori Town, prospered greatly with the Tosa Kaido road established in the Edo period, and was home to up to 500 merchant buildings standing along the road, for merchants of oil, cast iron products, and kimonos.
- ❑ Houses with traditional lattice windows such as Renji-koshi or Mushiko-mado still remain today. Utilization of this townscape through public-private collaboration has led to an increase in the number of tourists.

## Townscape developed by the government

- Stone pavement and colored pavement (total length 1.3 km) were laid to match the townscape of the old castle town along the Tosa Kaido road.
- Work was also done for tourist/community sites, including the tourist information office and a park.



Pavement beautification



Building renovation

Stone pavement and colored pavement to match the townscape

A vacant former kimono store was renovated for new use as a tourist information office.



Takatori Castle's Matsunomon gate restored at the park

- The Matsunomon gate at Takatori Castle had been relocated to Tosa Elementary School in 1892 to be used as a school gate, but had partially been lost in a fire in 1944.
- Recently, it was restored as the park's gate based on request from the local community.

## Renovation of townhouses by the residents

- Praise from the tourist made the local residents recognize the beauty of their townscape and led to voluntary renovation, conservation and utilization of the townhouses.



Traditional townhouse transformed into a restaurant

Private sector business rented a traditional townhouse owned by the town to open a restaurant serving original dishes.



Traditional townhouse transformed into a cafe

The junior members of the local chamber of commerce purchased the local agricultural cooperative's warehouse to open a cafe.



A clinic opened in a renovated traditional townhouse

- There is a synergistic effect where events attract more tourists, which in turn drives up the number of shops.
- These shops are renovated to match the townscape.

## Events organized by local elderly residents

- Elderly residents in the local community led the organization of events, such as tours to see Hina dolls and scarecrows around the town.



Hina doll tour

Hina dolls from about 100 homes were displayed at the entrance and porches of private homes and storefronts.



Scarecrow tour

Two hundred scarecrows dressed as townsfolk or samurai greet the tourists.



Preparing for an event

- One retiree decided to put an end to the decline of the town and started involving others to organize events.
- Every year more people joined this movement, and these events have turned into town-wide events.

## Impact of the efforts

### Local community association sets up a voluntary rule "Residents' Agreement on the Landscape of Tosa Kaido"

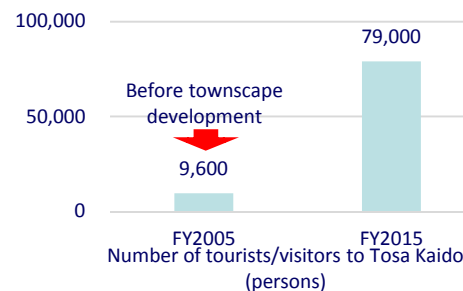
With increased interest in the landscape, 7 local community associations applied for Nara Prefecture's program for residents' landscape agreements\* to conclude the "Residents' Agreement on the Landscape of Tosa Kaido", which was officially recognized by the prefectural governor in 2011.

\* Nara Prefecture's program for residents' landscape agreements: A program for the prefectural governor to officially recognize and announce voluntary agreements on landscape concluded by local residents.

#### Content of the agreement: 7 guidelines for the Tosa Kaido townscape

- ❑ The buildings shall be based on a Japanese architecture style, either single story or two story.
- ❑ The roofs shall be sloped with the main entrance on the side that is parallel to the ridge (Hirairi), using Kawara roof tiles with gray or black tones.
- ❑ Outer walls of the building shall use achromatic colors (white, gray, black) or brown tones.
- ❑ Entrances and windows facing the streets shall be latticed to match the historic townscape.
- ❑ When installing billboards and vending machines, they must be in harmony with the building to match the townscape. etc.

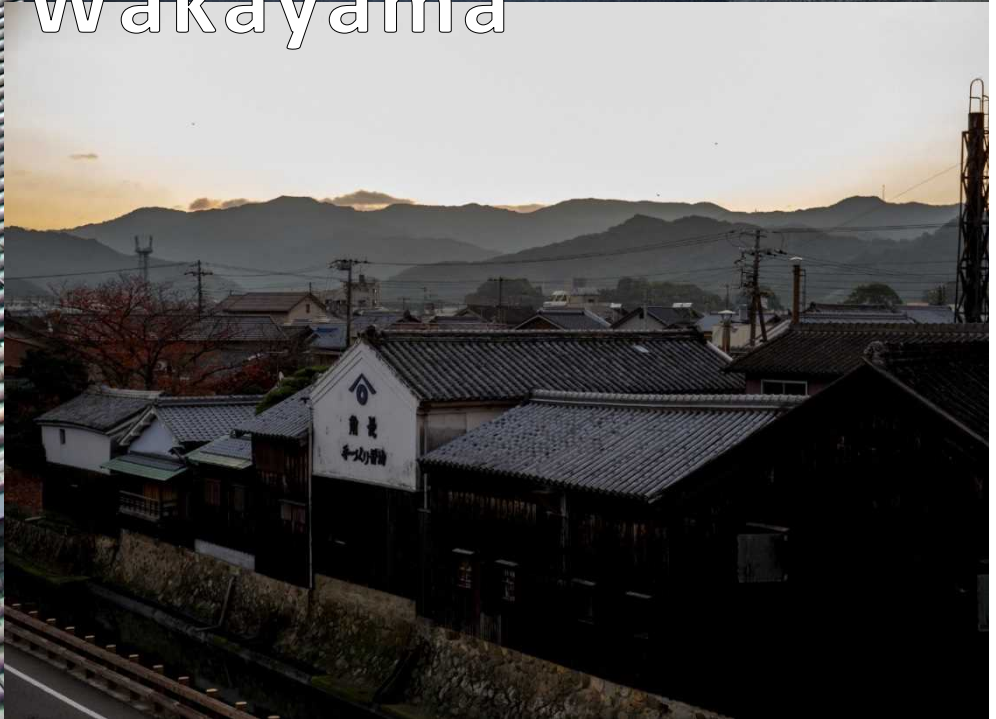
### Tourists/visitors to Tosa Kaido increased 8-fold in 10 years



An event lively with tourists



# 30. Yuasa, Wakayama

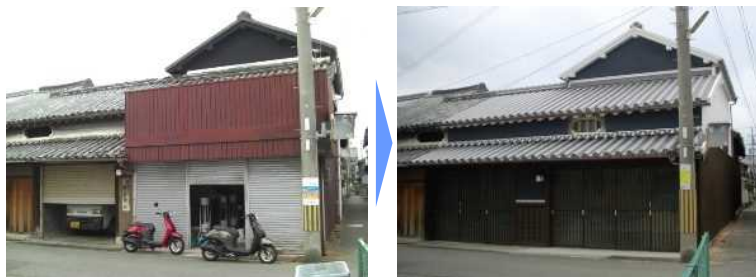


# Townscape development through public-private collaboration in Yuasa, the birthplace of soy sauce [Yuasa, Wakayama]

- Yuasa, where soy sauce making first originated, became a thriving town of commerce and industry with soy sauce making at its center. Even today, traditional townhouses and earthen storehouses, as well as old town layouts remain, especially in the Important Preservation District for Groups of Traditional Buildings.
- Preservation and utilization of this historic townscape, together with events led by local residents, have contributed to the increase in the number of tourists.

## Repair/renovation of traditional buildings

- Buildings are repaired/renovated to preserve the townscape full of historic atmosphere.



## Townscape created by local community groups

- Local community groups such as Yuasa Denken-chiku Hozon Kyogikai installed Chochin lanterns to create an enchanting townscape.



Chochin lanterns with the Kitamachi district logo were made and installed, adding a sense of consistency to the nightscape.

## Establishing and utilizing tourist facilities

- Vacant houses are renovated to become places to greet the tourists or centers of learning.



(1) Greeting visitors at Yuasa Machinami Koryukan



(2) Jinburo

(3) Kitamachi Fureai Gallery

The town renovated vacant houses for these facilities.  
 (1) and (2) are managed by designated private organizations and  
 (3) is managed by the town.

## Holding events

- Local community group leads the organization of events enjoyed by both visitors and local residents.

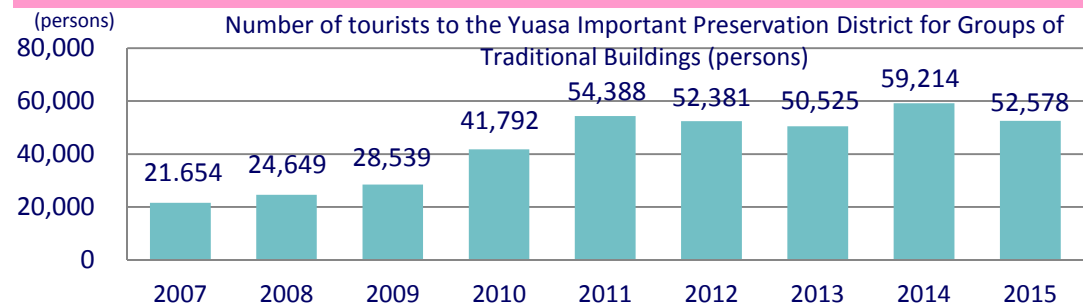


"Yuasa Andon Art Festa" invites the public to send in Andon lanterns, which are then displayed across Yuasa.



Yuasa Machinami Hinameguri is an event where Hina dolls kept at traditional townhouses are displayed at storefronts and entrances of private homes. Roughly 100 sets consisting of 600 dolls, including those from the Edo period, are displayed.

## Impact of the efforts





# 31. Tottori, Tottori

# Townscape development and revitalization led by local residents in the castle town of Shikano [Tottori, Tottori]

- ❑ The Shikano district, which became a castle town under the Kamei clan during the Sengoku period, still retains the townscape from those days after 400 years, including Shikano Castle Site Park, stones to tie the cattle/horses, canals built by the Kamei clan, and old buildings having structures with sophisticated traditional designs such as Namako walls and lattice doors.
- ❑ Townscape development carried out mainly by private organizations highlights these features, which has led to an increase in the number of tourists and the utilization of vacant houses.

## Townscape development/revitalization

- NPO-led activities were carried out for townscape development to install Aizome (indigo) Noren curtains and Yago-gawara roof tiles. Revitalization initiatives were also organized, such as inviting travelling Komuso monks and holding Bon-odori dances.

### 【Townscape development】



Aizome Noren curtain



Yago-gawara

### 【Revitalization】



Travelling Komuso monks



Bon-odori dance

## Establishing community facilities

- As houses in the district become vacant, they are being utilized by converting them for other uses. A community facility, “Yume Honjin” and a cafe/hall/office, “Shika-no-Kokoro” were opened.



Community center “Yume Honjin”

- An NPO rented a vacant house from the owner and made renovations.
- This center started as a place for revitalizing the local community, learning/experiencing traditional crafts (Aizome indigo dyeing, etc.), and for developing new agricultural processed products.



Restaurant “Yume Komichi”

- Initially, the town was planning to demolish the vacant house to build a parking space, but discussions were held with an NPO on how to utilize the house.
- As a result, it was decided that the town and the NPO sign a rent contract for the NPO to renovate the house into a restaurant.

## Initiatives by private organizations

- Events include a drama festival organized by a theater group set up in 2007 and an event hosted by a private organization to utilize vacant houses, “Shikano Machimise”.



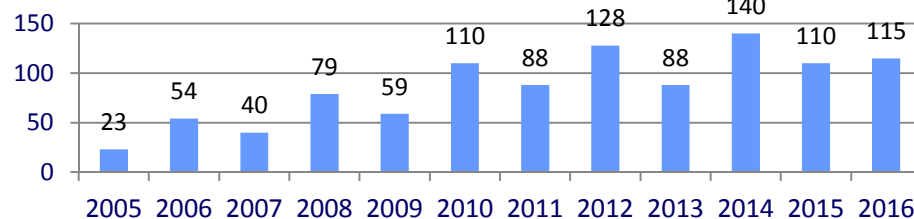
Shikano Machimise weekend market

- A closed kindergarten/elementary school was renovated into a theater.
- The local community and the government has collaborated to organize the “BIRD” Theatre Festival since 2008.

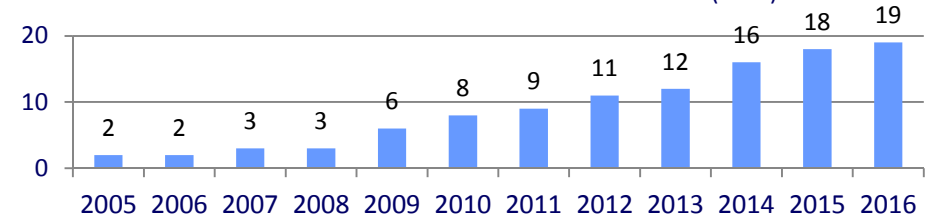
- This event is held every September in the castle town district. Vacant houses are turned into shops for the weekend. There are street performances and concerts, creating a lively atmosphere in the town.

## Impact of the efforts

Number of visitors to the Shikano district (thousand persons)



Number of vacant homes converted for new use (total)





# 32. Tsuwano, Shimane



# Passing on the heritage of a castle town by a holistic approach to townscape development [Tsuwano, Shimane]

□ Tsuwano is a region where towns and settlements were built in the valleys, flatlands and slopes between the mountains. They are all small in size and scattered across the region, connected by the Takatsu River and its tributaries. A townscape reminiscent of the bygone days remains in the old castle town, where ongoing efforts are made for conservation and utilization.

## Landscape conservation in the Important Preservation District for Groups of Traditional Buildings

➤ Repair/renovation projects for the exterior of inns and stores are promoted in the Important Preservation District for Groups of Traditional Buildings.



Traditional inn (added eaves and installed lattices)

<Overview of the subsidy program for buildings>

- Designated buildings\* 8/10 (maximum 8 million yen)  
\*Should be a building from before WWII and have the agreement of the owner.
- Non-designated buildings 6/10 (maximum 6 million yen)
- Number of subsidies granted: 11 (2014 to 2017)

## Utilization of vacant historic buildings

➤ Vacant historic buildings were renovated into Japan Heritage Center and accommodation facilities.

### 【Japan Heritage Center】

A vacant house whose ownership was transferred to the town was converted into Japan Heritage Center. The Center offers information on Japan Heritage and sightseeing, and also holds workshops to provide an experience of traditional culture such as Japanese paper doll making.



Exterior

### 【Rental house for short stays】

The tourism association rented vacant houses and renovated them to offer as rental houses for short stays.



Machiya Stay Kamishincho



Japanese paper doll making workshop



Machiya Stay Ebisucho

## Improvement of walkability in the castle town area

➤ In order to improve walkability in the entire old castle town area, including the Important Preservation District for Groups of Traditional Buildings, the street between Tsuwano Station and the Ohashi bridge has been paved with stone, making it less convenient for vehicles and more in harmony with the landscape.



## Installation of signboards

➤ A central signboard was installed in the main parking facility and other guiding signboards were installed across town based on the "Tsuwano Signboard Plan" to provide information on tourist spots to encourage visitors to stroll around the area.



Parking space signboard



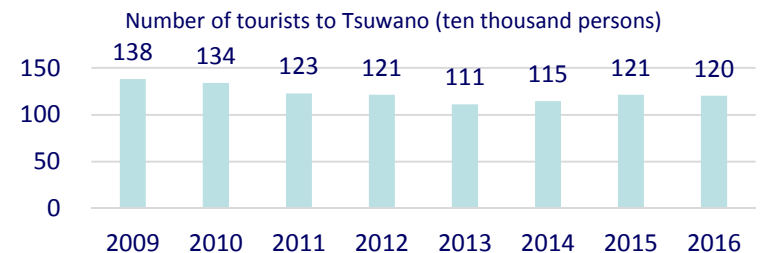
Guiding signboard



### Japan Heritage

On April 24, 2015, the story of "Tsuwano Then and Now - Exploring the Town of Tsuwano Through the One Hundred Landscapes of Tsuwano" was designated as Japan Heritage by the Agency for Cultural Affairs.

## Impact of the efforts



The number of tourists fell after the flood of 2013, but is now recovering to the previous levels.





33. Kurashiki, Okayama



# Preserving the townscape and creating a dramatic nightscape in Kurashiki Bikan Historical Quarter [Kurashiki, Okayama]

- Since times of old, Kurashiki was a key point in transportation. The river port on the Kurashiki River was busy with merchants, and the town grew as a center of commerce where goods from the Bichu region gathered.
- The Bikan Historical Quarter still retains the townscape from those days, with willow trees and white-walled earthen storehouses lining the Kurashiki River and lattice window townhouses standing along the streets. Initiatives featuring these as tourism resources have contributed to the consistently high number of tourists.

## Townscape development in the Bikan Historical Quarter

- Pavement was renovated and underground utility tunnels were built to move the power lines underground for the streets on both sides of the Kurashiki River and the Honmachi-dori street, which are the main tourist routes in the Bikan Historical Quarter.
- The city grants subsidies for renovation of the buildings in the Bikan Historical Quarter. (Subsidy rate: up to 8/10; maximum 8 million yen; number of subsidies granted: 628 cases between 1979 and 2017)



- Beautification**  
Roadway: semi-flexible pavement, sidewalks: concrete exposed aggregate finish
- Undergrounding** for a length of 2,320 m  
Transformer boxes were installed in parks, covered by greenery so that they do not affect the landscape



Transformer box

## Quarter-wide illumination of historic buildings to create a dramatic nightscape

- The city installed lights to illuminate historic buildings of private stores and residences in the Bikan Historic Quarter. (April to October: sunset to 22:00, November to March: sunset to 21:00)
- The lighting equipment is installed under the eaves or on the second floor windows, with the permission of the owners. Floodlights are installed on street lights to illuminate the entire building.



Kurashiki Kan



Ohara family residence

Illumination lights are set up for about 1,500 m, mainly along Kurashiki River, making it perfect for enjoying a night walk.

## Townscape development along the old highway road near the Bikan Historical Quarter

- Subsidies are granted for the renovation of buildings visible from the old highroad in order to preserve the historic landscape of the old highroad leading to the Bikan Historical Quarter, and to create an attractive pedestrian space. (Subsidy rate 2/3; maximum 2 million yen; number of subsidies granted: 15 cases between 2009 and 2017)

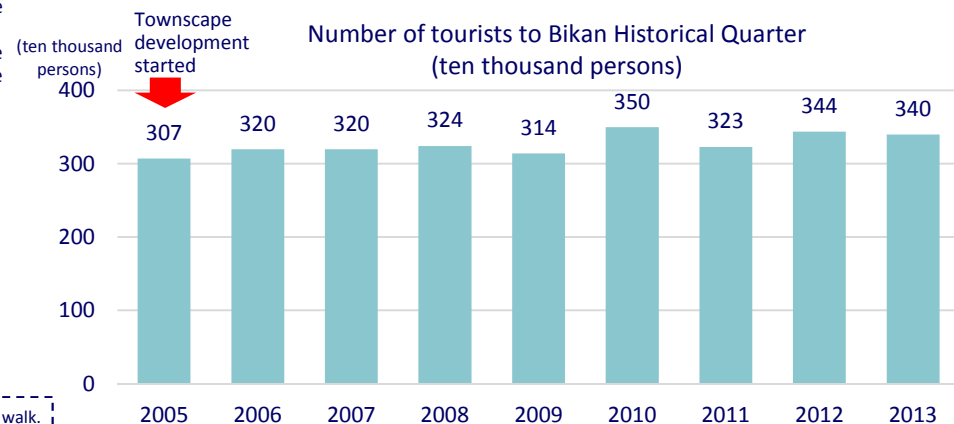


Former tea store

Renovation of the exterior is based on the following technical specifications defined for each type of building:

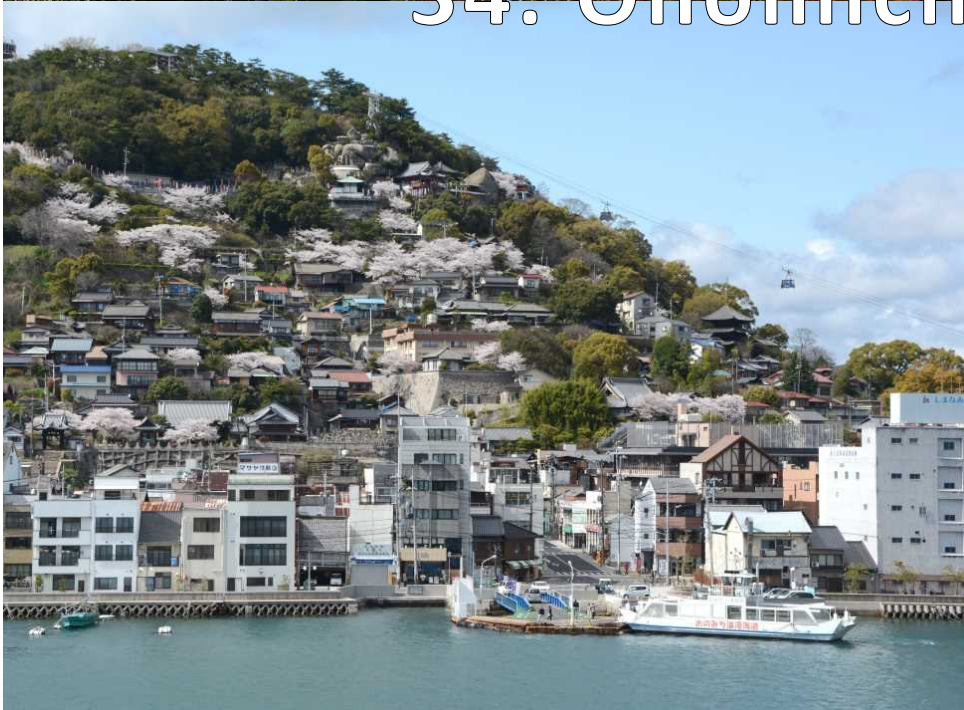
- Townhouses from the Edo to Meiji periods: Tsushi-nikai or Hon-nikai structures in Nuriya-zukuri style, or similar
- Storehouse from the Edo to Meiji periods: Dozo-zukuri style or similar
- Other than above: Must be in harmony with traditional townhouses and storehouses

## Impact of the efforts





# 34. Onomichi, Hiroshima



# Development of featuring the townscape of Onomichi, a “town of slopes” [Onomichi, Hiroshima]

- ❑ The old part of town in Onomichi has many buildings built in the medieval to early modern periods, including temples and shrines.
- ❑ In particular, the buildings standing on the sloping hills create a landscape unique to Onomichi. Conservation of this landscape and illumination at night are contributing to the increase in the number of tourists.

## Conservation of the townscape of the sloped district

- Landscape District Program is used for placing restrictions on the height of the buildings to conserve the townscape.
- Part of the costs for maintenance (renovation) of historic buildings is subsidized to conserve/enhance the landscape.

<Overview of the subsidies>  
(Townscape development project)

Subsidy rate: 2/3  
Maximum: 2 million yen  
Subsidy provided for:  
Exterior renovation of historic buildings\*

\*Buildings/structures built a long time ago with historic documentation.

<Summary of the landscape development standards>

(Sloped district)

- Roofs shall be sloped (slope of 1/10 or more) and shall use Japanese Kawara tiles as a general rule.

(City district)

- There are 4 grades of restriction in building height, from 15 to 27 m.



## Nightscape highlighting the charm of Onomichi

- Together with historic buildings, the stone steps that characterizes Onomichi are also lit up to create a nightscape that highlights Onomichi as a “town of slopes”.
- Each building has a theme for the illumination.

Example of Hodoji Temple  
On the lower stone steps, blue lights are used as an accent color to represent waters of the Onomichi Suido channel, while the upper steps are lit in red, indicating that this is where festivals are held.  
Illumination time: sunset to 22:00

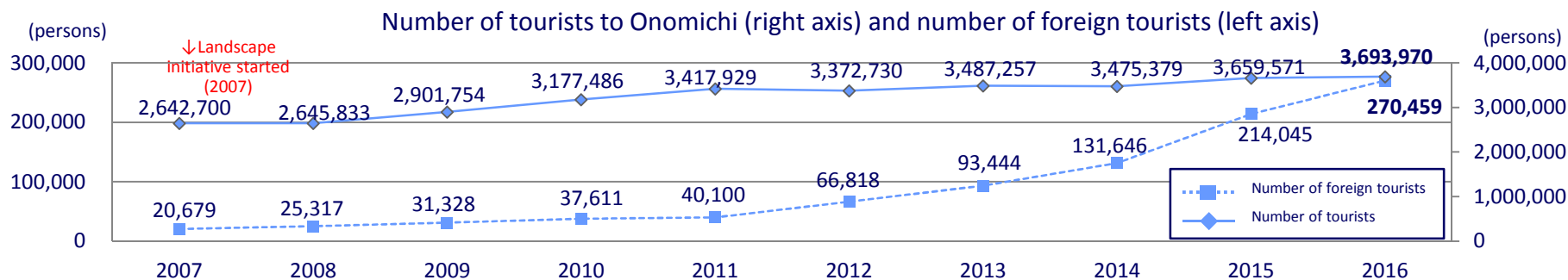


## ONOMICHI U2 converted from a port warehouse

- A private sector company renovated the inside of the warehouse, keeping the exterior in harmony with the landscape.
- The building houses a hotel, bakery, select shops, cafe and bar, and has become a hub in the port district for cyclists and tourists visiting Shimanami Kaido.



## Impact of the efforts





# 35. Nagato, Yamaguchi

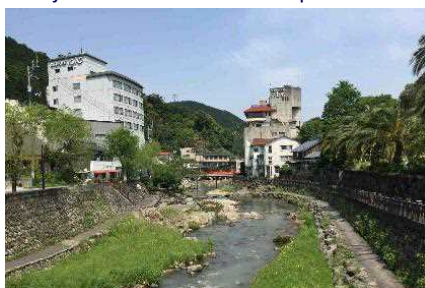


# Townscape development through public-private partnership featuring resources of a hot spring town [Nagato, Yamaguchi]

- ❑ Nagato Yumoto Onsen is located in a compact town nestled in a valley surrounded by mountains. The Otozure River and its tributaries Taineiji and Sano-Se Rivers flow through the center, bringing a richness to the area, which has an idyllic landscape, blessed with nature.
- ❑ In order to restore the atmosphere of a traditional hot spring town lost with the passage of time, the Nagato Yumoto Onsen Tourism Town Development Plan was formulated to carry out various initiatives, including establishing rules on the landscape and implementing pilot projects centered around the Otozure River, which in turn have raised awareness on landscape among the local residents and businesses.

## Nagato Yumoto Onsen Tourism Town Development Plan

- The businesses and hotels in the hot spring town were not able to keep up with the changes in society, and the number of overnight guests had been falling steadily. In August 2016, the master plan, “Nagato Yumoto Onsen Tourism Town Development Plan” was created, which positions the Otozure River, the biggest attraction in the area, as a major element in the development of the townscape.



Various initiatives started to revive the traditional hot spring town.

## Establishing a community facility for strolls in the town

- In order to revitalize the city, the younger generation, including hotel staff and a Hagi-ware artist, got together and rented a vacant house by the Otozure River. They renovated the building, tearing down the old walls and ceilings and working on the interior themselves, and opened a Hagi-ware gallery and cafe that can be one of the stops when exploring the town.



## Pilot projects to improve the townscape

- The local townscape development council led initiatives to contribute to enhancing the charm of the hot spring town, including creating a new use for the renovated public space and installing lights to improve the landscape.



Temporary shops and resting space

## Creating rules to enhance and pass down the town's value

- Workshops were held with participation of public space use/nighttime illumination experts and local residents. There were also workshops for carpenters/builders/architects.
- “Nagato Yumoto Onsen Landscape Guideline” consisting of 3 parts, including rules on buildings, nightscape and hospitality, was completed in March 2018.
- Further work has started to conclude a landscape agreement in order to realize the town the community is aiming for.



Creating an attractive nightscape



Riverside terraces set up by the Otozure River



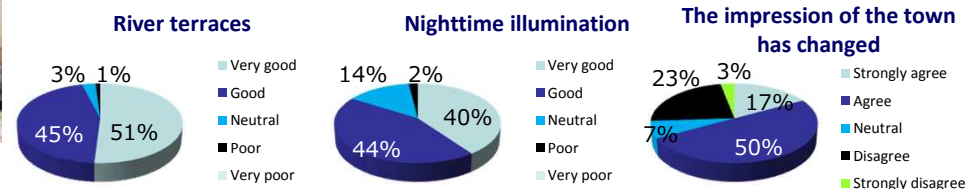
Local residents' workshop



Carpenter/builder/architect workshop

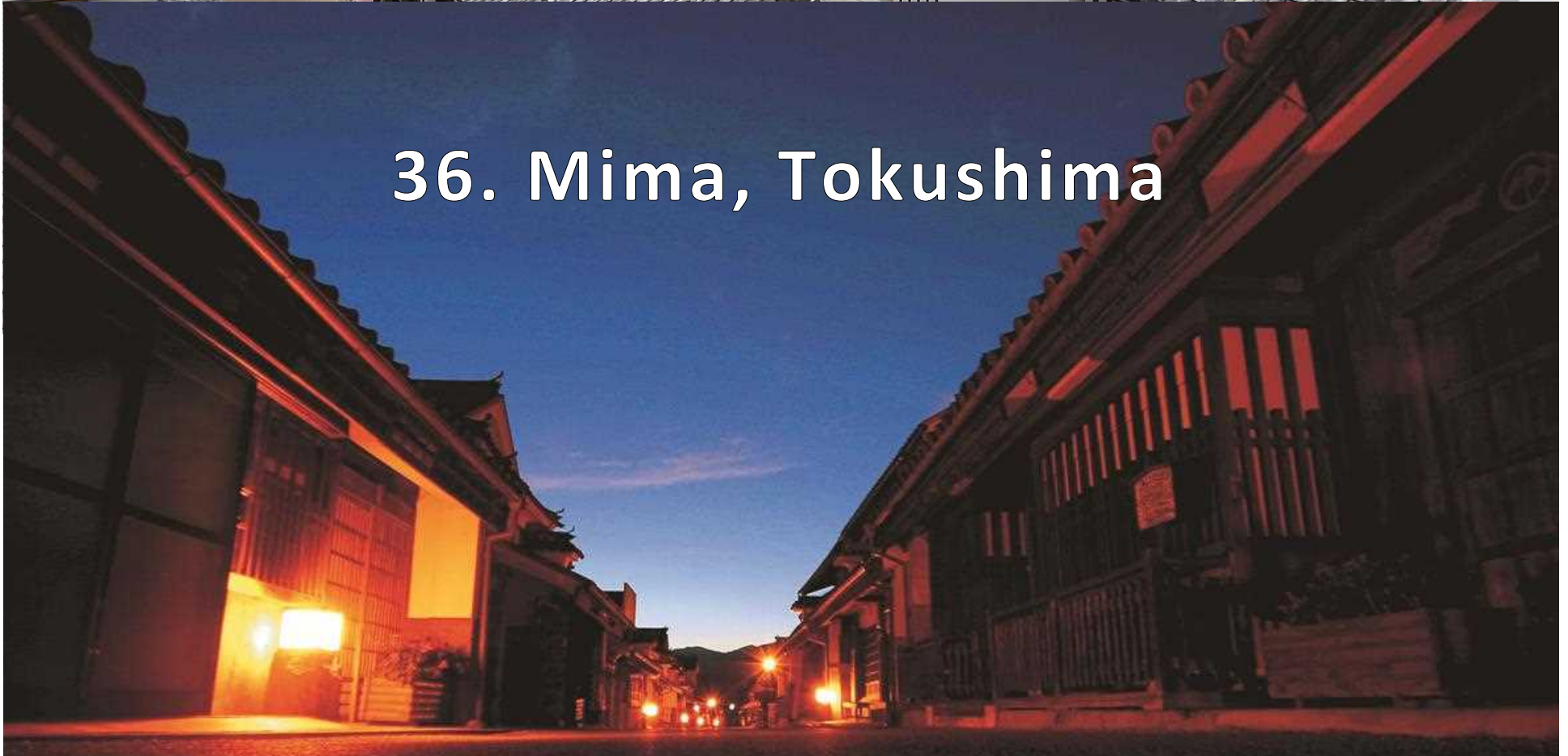
## Impact of the efforts

- Of the pilot projects, the river terrace and nighttime illumination were the most popular.
- Nearly 70% of the people who saw these initiatives felt a change in the impression of their town, and there is a definite increase in local awareness on landscape.





## 36. Mima, Tokushima



# Concerted public-private efforts to conserve the historic townscape and enhance the charm of the region [Mima, Tokushima]

- Waki, a town in Mima City, developed as an entrepot, especially for the Awa-ai dye during the Edo period. Even today, old merchant buildings remain in a quarter called Minami-machi, with “udatsu”, side walls for both fire prevention and decoration, creating a historic townscape.
- Concerted efforts to conserve/restore/utilize this townscape have succeeded in enhancing its charm. There are now more tourists than when the efforts first started.

## Conservation/restoration of the historic townscape

- The townscape of the past is recreated in the Important Preservation District for Groups of Traditional Buildings, by moving the power lines underground, paving the streets with permeable color pavement, and renovating the buildings to the old styles.



85 historic buildings from the mid-Edo to early Showa period, mainly built during the Meiji period, stand side by side.



Renovation of buildings to restore its original state

About “Udatsu”  
Udatsu is a side wall protruding from the sides of the gable wall, installed to prevent fire from spreading. During the Edo to Meiji periods, udatsu walls represented wealth, built on top of elaborate houses. This is where the expression “Udatsu ga agaranai (cannot put up an udatsu)” came from, which means failing to succeed in life.



## Converting old traditional houses into facilities for experiencing traditional crafts

- Old traditional houses are renovated into a facility for experiencing the historic local industries, such as dyeing with the Awa-ai dye or making Japanese umbrellas, and into a restaurant serving food made with local ingredients.
- In order to make the facilities meet the needs of the youth, workshops with high school and university students were held during the planning phase.



Visitors experiencing indigo dyeing at “Aizome Kobo”



Workshop to make wagasa (Japanese umbrella) lampshades



Traditional Japanese cafe serving food made with local ingredients



Local high school students make suggestions on townscape restoration

## Enhancing local charm through collaboration with local residents and businesses

- Volunteer guide group  
Organized by local residents, the volunteers are storytellers explaining the beauty of the townscape with udatsu and offering information on tourist spots.
- “Udatsu Townscape Restoration Council”  
The council, consisting of local residents, businesses and the municipal tourism office, works as one with the local community to discuss measures to utilize vacant houses, attract new residents, and revitalize tourism.



## Vacant houses/stores initiative

- Vacant houses are converted into satellite offices and shared offices.



## Impact of the efforts

