

New Model of Suburban Town Development Through Public-private-academic Collaboration

PROJECT ENTITY: Misono Town Management Association, Inc.

LOCATION: Saitama, Saitama

“ Background and progress

The Misono district, located in southeast Saitama City within 25 kilometers of central Tokyo, is the site of large-scale greenfield development intended to create an urban subcenter around the Urawa-Misono Station on the Saitama Railway Line, which opened in March 2001. Beginning in FY2000, a land readjustment project known as “Misono Wing City,” with a planned population of 32,000, commenced on a site of 320 hectares stretching across Saitama City’s Midori and Iwatsuki Wards and encompassing Saitama Stadium 2002 Park, which opened in October 2001. Construction of buildings including homes

About the project

Based at the Urban Design Center of Misono (UDCMi), an information and activity hub established in October 2015, the Misono Town Management Association is a voluntary organization that has brought together private companies, universities, local community organizations, land readjustment project stakeholders and government entities in public-private-academic partnership to improve the local area’s social and physical infrastructure.

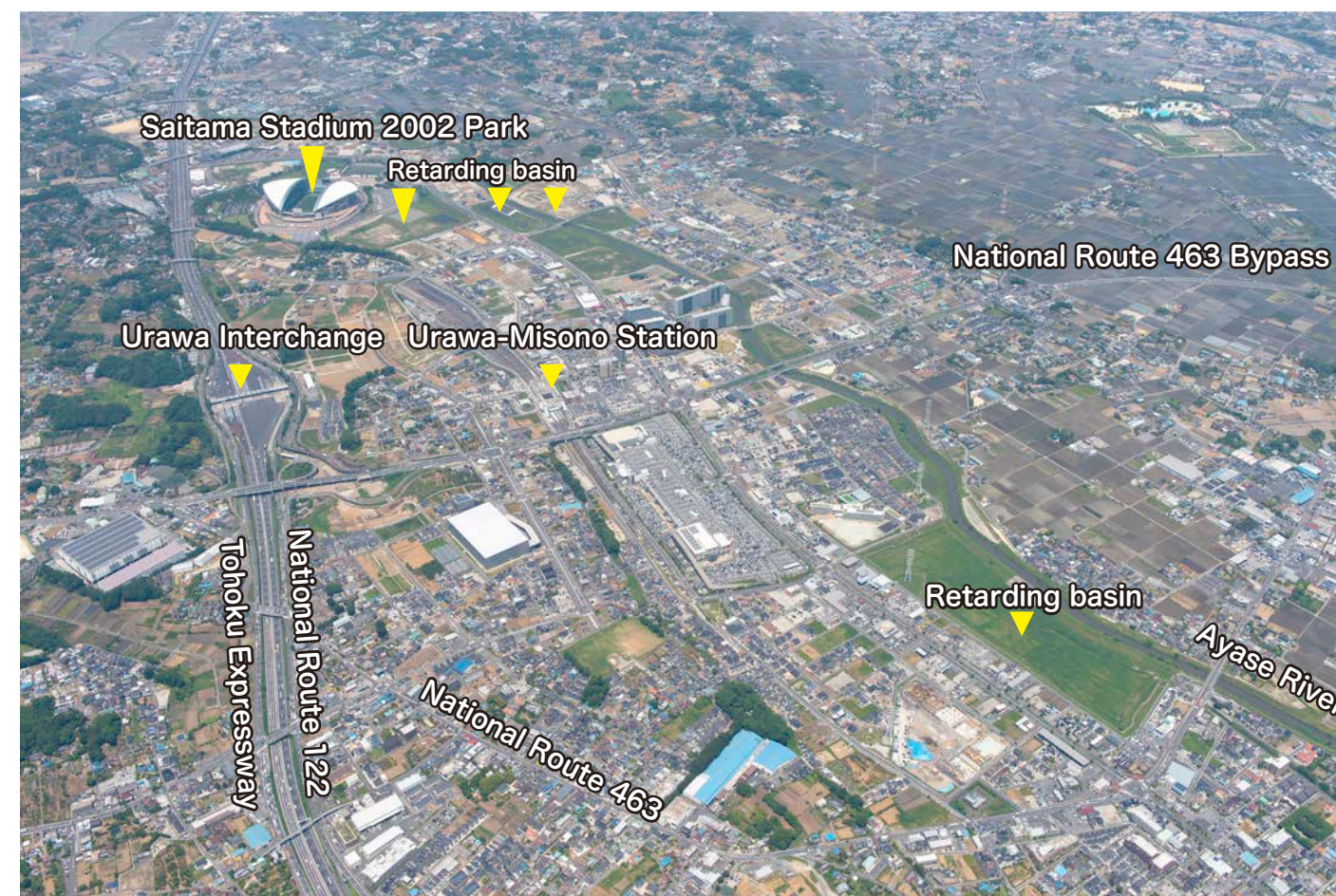
Numerous initiatives, including urban design guidelines and the creation of high-quality waterfront spaces, are being pursued in order to build a comfortable urban environment focused on walkability, with a short-term goal of creating a world-class “stadium town” around Saitama Stadium. At the same time, the latest technologies are being used to reduce environmental impact, such as the implementation of a digital grid to encourage local

and shops and public facilities such as schools and parks has progressed gradually since the first area opened in 2006, and the district has seen a rapid increase in population, particularly of families with children. The new town development initiative aims to create a low-carbon, sustainable local district that offers fulfilling lifestyles and community by utilizing local resources including the Ayase River, Minuma Tambo, and Saitama Stadium, while proactively integrating cutting-edge technologies such as IoT and AI.

production and consumption of renewable energy, and development and testing of a rapid-charging system for electric buses using electricity generated from railroad braking.

Moreover, the area’s quality of life is being improved through local community services using ICT for childcare support, shared mobility, and health and wellness promotion. In order to effectively utilize local data accumulated through these projects, development and testing of a data platform system is also underway. Furthermore, local events and social workshops are held in order to encourage community interaction and civic pride in the newly developed area.

The Misono Town Management Association aims to establish a cycle of reinvesting project revenue into local development as various projects mature and become interconnected.



Misono Wing City around Urawa-Misono Station (May 2018)



Low-carbon residential district designed to improve resilience and encourage community



Misono-Ichi market held in the public space near the station



Misono Mileage Programs for Wellness Activities & Misono Touch-Walking Challenge