



Aoyama Street Community

Guideline for Community Development [Overview]

October 2015
Minato City



1. Introduction

- Background and Goals
- Role of the Guideline for Community Development
- Positioning in the Basic Plans

2. Community History

3. Efforts in Community Development

4. Characteristics of the Community

5. Problems and Issues of the Community

6. Future and Development Goals of the Community

■ Future of the Community

Aoyama, the city of elegance and prosperity

■ Focus of Community Development

Elegance and prosperity
with an Aoyama character

Safety and security

Comfortable urban
environment

■ Development Goals of the Community

[Goal 1]
A community of elegance and prosperity

[Goal 2]
Safe and secure residential areas

[Goal 3]
Comfortable and rich environment

7. Community Development Guides and Action Plans

- [Goal 1] Guideline 1: Create an elegant and stylish space (Roadside space)
Guideline 2: Create an urban space with peace and prosperity (Urban functions)
Guideline 3: Create opportunities for diverse intercultural exchanges (Cultural exchange)
- [Goal 2] Guideline 1: Create a hospitable residential environment (Residential environment)
Guideline 2: Create a disaster-resilient city (Disaster prevention)
Guideline 3: Create a safe community (Clean-up, disaster prevention, and crime prevention)
- [Goal 3] Guideline 1: Create a pedestrian-friendly environment (Pedestrian environment)
Guideline 2: Develop good infrastructure for transportation (Transportation measures)
Guideline 3: Create an urban environment with nature (Nature/Environment)

8. Community Development for Each Area

9. Community Development Implementation

■ Background and Purpose

Aoyama Street is a busy street with prosperity. However, there is beautiful nature at the nearby Meiji Shrine and Aoyama Cemetery, along with quiet residential areas.

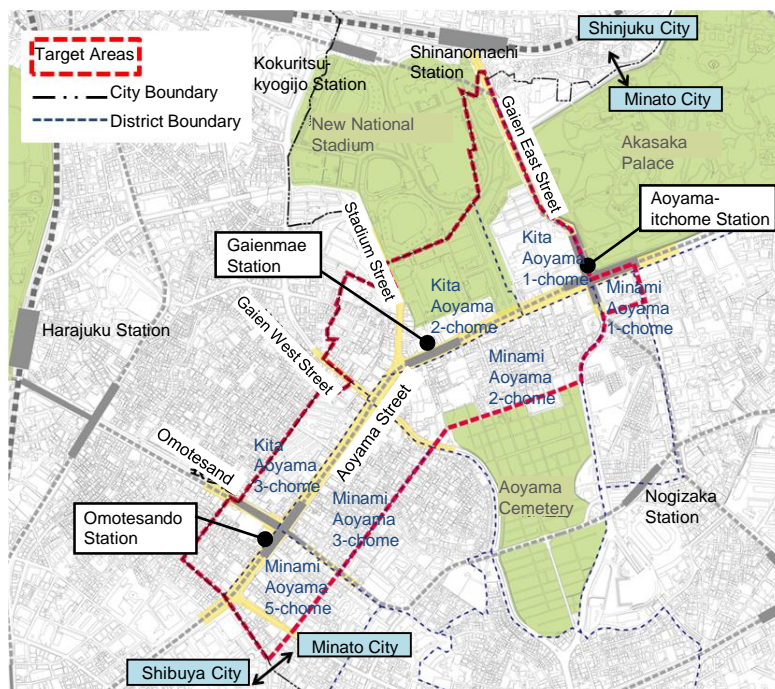
An urban area was built around the Aoyama Street Community following the expansion of Aoyama Street for the Tokyo Olympics in 1964. Since then, it has developed to become a welcoming community. However, the community is now facing problems such as population decline and aging, and degradation of buildings.

Amidst growing concerns over the decline of the community, the community is taking initiatives for improvements through local activities and the Aoyama Street Neighborhood Community Development Plans (Local Plans) led by the Minato City Aoyama Street Association (Registered Organization under the Minato City Community Development Act).

Our district is expected to be the target of new community development efforts as the community prepares to become the gateway to the New National Stadium in the upcoming Tokyo 2020 Olympic and Paralympic Games. The community is planning for ways to welcome visitors from in and out of the country, and to show them the new characteristics of the Aoyama Street Communities.

In order to support and guide the community development in a strategic manner while responding to the changes of the city, the city has formulated the Aoyama Street Community Guideline for Community Development.

Given the land use and the directions of community development, the guideline targets the areas that are highly relevant to Aoyama Street, within approximately 95 hectare of land in North and South Aoyama adjacent to Shinjuku City and Shibuya City.



■ Role of the Guideline for Community Development

The Guideline for Community Development sets forth the specific purposes, action plans, and policies based on the future visions and community development plans established in the Minato City Community Development Master Plan. In addition, this guideline targets community development for the Tokyo 2020 Olympics and Paralympics and beyond that into the future.

- Sets forth the future vision that is shared by the residents, businesses, and the government.
- Sets forth matters for community development that are initiated by the local communities.
- Provides guidance for community development by the residents, businesses, and the government

■ Positioning in the Basic Plans

[Tokyo]

- Tokyo Urban Development Vision (Revised) (July 2009)
- Tokyo Urban Planning: Preparation, Development, and Maintenance for the Urban Planning Areas (December 2014)
- Tokyo Urban Planning: Urban Redevelopment Plan (March 2015)
- Tokyo Urban Planning: Development Management Policy for Residential Areas (March 2015)
- The Long-term Vision for Tokyo (December 2014)

[Minato City]

- Minato City Community Development Master Plan (April 2007)
- Minato City Landscape Plan (August 2009)
- Minato City Nature and Water General Plan (March 2011)
- Minato City Disaster Prevention Development Guide (March 2013)
- Minato City Barrier-free Basic Plan (September 2014)
- Districts with Absolute Height Limit (Urban Project established in March 2015, executed in October 2015)

2. Community History

P7 of original version

Edo Era

Aoyama was called Oyama Highway. This area included the lands of Aoyama Family, who owned the Gujo Hachiman Castle and the temple town of Zenko Temple.

Meiji Era

Aoyama Street was expanded, and the municipal railway was opened. The areas along the street developed into urban areas that consisted of community and residential zones.

Taisho Era

Jingu Gaien and Naaien were developed, and Omotesando was developed as the entrance path to Meiji Shrine.

Showa Era

Subway Ginza Line opened during the early Showa Era. During WWII, the city was devastated because of the air-strikes aimed at Yamanote, Tokyo.

39th year of Showa (1964)

Taking the opportunity of the Tokyo Olympics mainly held at the National Stadium in Jingu Gaien, Aoyama Street was expanded to 40 m in width. Modernized and large buildings lined the street, and the area underwent a complete transformation in its appearance.

In addition, Aoyama transformed into a town that is surrounded by the large sports facility and nature of Jingu Gaien and Yoyogi Park.

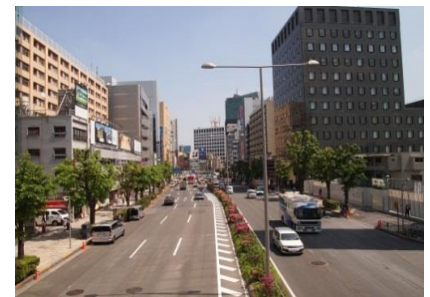
Around this time, the Aoyama Street neighborhood became a center for the dissemination of fashion, arts, food, lifestyle, and other diverse cultures. It began to be defined as a unique street that connects popular districts in Akasaka, Aoyama, and Omotesando.

Heisei Era

Currently, Aoyama Street is known as one of the busiest streets that is representative of Minato City.



▲Aoyama Street before expansion
(From *Expanded Minato City Image*
(Minato City Regional Museum))



▲Current Aoyama Street

3. Efforts in Community Development

P8 of original version

Local Community Development Activities

○Minato City Aoyama Street Community Development Agreement (December 2010)

Minato City Aoyama Street Association (Registered Organization under the Minato City Community Development Act) and the Aoyama Street Neighborhood Town Assembly and Store Association (total of 11 organizations) have drawn up the Aoyama Street Road Landscape Maintenance Program Agreement (November 2007).

○Aoyama Street Neighborhood Community Development Plan (Local Proposal) (March 2013)

This was drawn up by the Minato City Aoyama Street Association and Aoyama Community Development Association (organization centered on local landowners).

Community Development Actions

○Aoyama Street Landscape Development Project

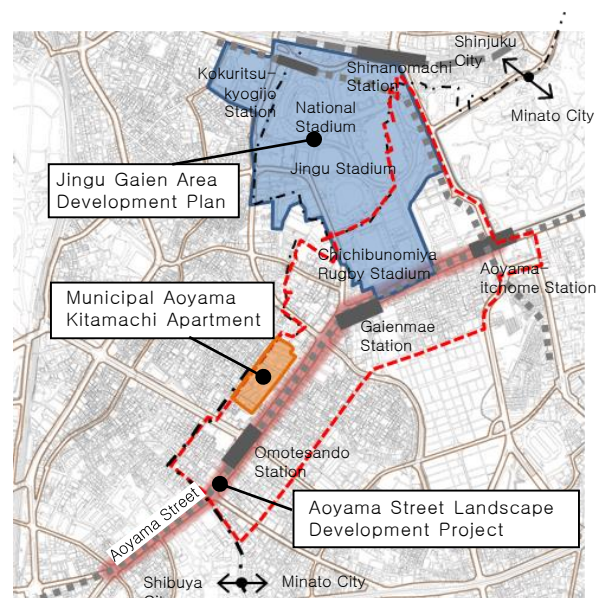
The Tokyo National Road Office under the Ministry of Land, Infrastructure, Transport, and Tourism has made adjustments for approximately 2.3 km of an area from Aoyama 1-chome intersection to Miyamasuzakaue intersection.

○Jingu Gaien Area Development Plan (June 2013)

A community development plan that harnesses the opportunity offered by the renovation of the National Stadium

○Kita Aoyama 3-Chome Area Community Development Project

In December 2014, Tokyo announced this development project, which aims to integrate the Aoyama Street neighborhood community through the renovation of the Municipal Aoyama Kitamachi Apartment.



4. Characteristics of the Community

P10 – 12 of original version

1. Beautiful Space in Aoyama Street

- We aim to create a beautiful space that is appreciated by Japan and the world. Integrated development is being carried out for street tree and the granite pavements.
- Minato City Aoyama Street Association is taking the lead in initiatives relating to road maintenance, building regulations, and guides for the integrated landscape development.

2. Business and Residentially-Balanced Urban Area Centered on the Aoyama Street Neighborhood

- There is a line of stores that disseminate the newest culture and information, as well as major Japanese corporate offices.
- Behind the Street is a quiet residential area that blends well with the surrounding nature. There are also unique stores dispersed throughout the residential areas.

3. Excellent Regional Community

- The local residents are taking the lead in safety patrol and town cleaning events.
 - Residents, businesses, and the administration are cooperating on conducting disaster drills and measures concerning stranded persons. Other efforts are also in place to strengthen the community bonds.
- Chichibunomiya Rugby Stadium has been established near the New National Stadium.

4. Concentration of Large Sports and Design Facilities

- There is widespread distribution of design facilities, such as in the neighborhood of Omotesando Station.

5. Convenient Public Transportation

- There are 3 subway stations running in 4 lines, as well as several major bus routes.

6. Large Parks and Unique Tree Avenues

- It is surrounded by large parks integrated with historical and cultural resources.
- The Jingu Gaien Ginkgo Avenue and Omotesando Zelkova Avenue were developed.



▲ Stores along Aoyama Street



▲ Akasaka Aoyama Community Cleanup Campaign Activity



▲ Jingu Gaien Ginkgo Avenue

5. Problems and Issues of the Community

P13 – 15 of original version

1. The declining and aging population

- The population of the community has largely declined while retaining a high population of the elderly (over 65 years old). It is estimated that the aging population will continue to grow.

2. Deterioration of buildings, as well as narrow roads and dead-end roads

- There are many narrow roads and dead-end roads, along with buildings that do not meet the seismic requirements.

3. Lack of walking space and steps in areas surrounding the subway stations

- The surrounding areas of subway stations and the street in front of the stadium tend to be crowded during events held in the sports facilities or in rainy weather.

4. Illegally parked bicycles

- There are no regular parking spaces within the area.

5. Vacant spaces

- There are unused spaces such as the side roads of Aoyama street, vacant land, and parking spaces. These vacant spaces may have a negative impact on the beauty of the city.

6. Open spaces nearby/ lack of greenery

- The area excluding huge-scale green places lacks in parks, as well as in nearby open spaces and greenery

7. The importance of environmental consideration

- There is a need to ensure environmental consideration by reducing carbon dioxide emission in private-sector businesses and other entities.



▲ Busy area in front of the exit of Gaenmae Station



▲ Illegally parked bicycles near Gaenmae Station

■ Future of the Community

Aoyama, the city of elegance and prosperity

As many visitors from in and out of the country are expected to come to Tokyo for the 2020 Olympic and Paralympic Games, this district will continue to enhance the appeal of its elegance and prosperity. Through such active promotion of the district, the pride and love for the community will be passed on to the next generation.

<The future of the outskirts of Aoyama Street>

- The center of Aoyama Street is considered to be the backbone of this district, maintaining its elegance that the community takes pride in. The area is filled with vibrant energy as citizens gather to the heart of Aoyama Street in search of sophisticated activity.
- Development of a calm and comfortable living environment that ensures safety.
- Creation of a comfortable community that is full of rich greenery, with well-maintained pedestrian and traffic environments



▲ Future image of a house along Aoyama Street

■ Focus of Community Development

Elegance and prosperity
with an Aoyama character

Safety and
security

Comfortable urban
environment

■ Development Goals of the Community

[Goal 1] A community of elegance and prosperity

- Guideline I : Create an elegant space with Aoyama Street at its core (Roadside space)
- Guideline II : Create a city that strikes a balance between prosperity and peace (Urban functions)
- Guideline III : Create opportunities for various cultural exchanges (Cultural exchange)

[Goal 2] Safe and secure residential areas

- Guideline I : Create a hospitable residential environment (Residential environment)
- Guideline II : Create a disaster-resilient city (Disaster prevention)
- Guideline III : Create a safe community (Improvement, disaster prevention, and crime prevention)

[Goal 3] Comfortable and rich environment

- Guideline I : Develop a pedestrian-friendly environment (Pedestrian space)
- Guideline II : Develop good infrastructure for transportation (Transportation measures)
- Guideline III : Develop an urban environment with natural features (Nature/Environment)

[Goal 1] A community of elegance and prosperity

Guideline I : Create an elegant and stylish space (Roadside space)

Action plan 1 : Creating mechanisms of sustainable activities and supporting community development that corresponds with the uniqueness of the area

Action plan 2 : Creating a space with appeal and ensuring the integral identity of pedestrian and roadside spaces

Action plan 3 : Introduction of a roadside space design for the creation of a unique community



▲ Concept of community development through the cooperation of various organizations

Guideline II : Create an urban space that strikes a balance between peace and prosperity (Urban functions)

Action plan 1 : Create an active environment where people feel the energy when they walk through the city

Action plan 2 : Create high-quality and attractive complex urban areas by introducing various urban functions

Action plan 3 : Create an organized urban district with large-scale reconstructions and other opportunities



▲ Concept of complex urban areas with balanced diverse activities

Guideline III : Create opportunities for diverse intercultural exchanges (Cultural exchange)

Action plan 1 : Creating opportunities for cultural exchange to enhance the appeal of the community

Action plan 2 : Utilize public and open spaces to encourage local exchange

Action plan 3 : Create a culture of volunteerism and promote a barrier-free mindset



▲ Tourist information center



▲ Marché

[Goal 2] Safe and secure residential areas

Guideline I : Create a hospitable residential environment (Residential environment)

- Action plan 1: Introduce housing that provides for various needs and ensure that there is a quiet residential environment
- Action plan 2: Prepare and expand commercial buildings for everyday needs in the area
- Action plan 3: Provide support in building earthquake resistant houses and reconstructing old condominium buildings



▲ Supermarket

Guideline II : Create a disaster-resilient city (Disaster prevention)

- Action plan 1: Widen narrow streets to mitigate damage in the event of a disaster, and secure an emergency transportation system
- Action plan 2: Improve measures for stranded persons
- Action plan 3: Improve flood control measures against heavy rains



▲ Temporary accommodation

Guideline III : Create a safe community (Improvement, disaster prevention, and crime prevention)

- Action plan 1: Promote efforts to maintain and improve the environment of the city
- Action plan 2: Establish a disaster prevention system to improve the ability to take action when emergency occurs
- Action plan 3: Improve cooperation between the administration and the community to maintain safety and security



▲ Disaster prevention drills

[Goal 3] Comfortable and rich environment

Guideline I : Create a pedestrian-friendly environment (Pedestrian environment)

- Action plan 1: Develop a continuous barrier-free space
- Action plan 2: Improve pedestrian environment around subway stations
- Action plan 3: Improve accessibility around Aoyama Street



▲ Barrier-free development of subway stations

Guideline II : Create good infrastructure for transportation (Transportation measures)

- Action plan 1: Establish a convenient bicycle system
- Action plan 2: Promote measures against illegally parked bicycles
- Action plan 3: Develop and introduce a convenient transportation system



▲ Cycling path

Guideline III : Create an urban environment with nature (Nature/Environment)

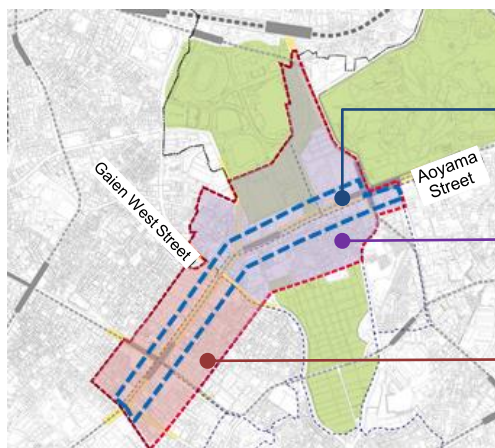
- Action plan 1: Promoting urban greenery with Aoyama Street as the green belt
- Action plan 2: Installing energy-saving systems to decrease CO2 emissions
- Action plan 3: Promoting greenery and the environment in everyday life



▲ Cohesive greenery

8. Community Development for Each Area

P41 – 44 of original version



Area around Aoyama Street

Area around Jingu Gaen

Area around Omotesando Station

<Area around Aoyama Street>

Since this is an important area that serves as the foundation of this district, we aim to create a community where people can walk and enjoy their time while maintaining the elegance and prosperity of Aoyama.

- Events and open cafes in public vacant land
- Promote prosperity through buildings in the lower floors of buildings along the street
- Form a mixed land area to centralize facilities such as business, culture, residence, and exchange
- Secure open pedestrian spaces, and develop an intersection environment that draws people
- Remodel exits of subway stations as well as improve on barrier-free accessibility, establish parking areas for bicycles, and create guidance signs in multiple languages
- Promote measures to ensure that buildings are earthquake resistant, secure emergency roads for transportation and temporary shelters for stranded persons, and improve the information communication system
- Promote a tree-planting campaign along the sidewalks and on rooftops
- Secure bicycle paths and introduce bicycle sharing



▲ Vibrant facilities and open café

<Area around Omotesando station>

Since this area has been a commercial center, we will maintain and improve the urban functions and create a community that draws people with its level of activity, culture and exchanges between people

- Designing facilities for culture and interaction
- Ensure that houses and buildings are earthquake resistant, as well as widening streets, eliminating dead-ends, and securing open spaces.
- Securing pedestrian spaces to improve mobility and spread the activity of Aoyama Street.
- Creating a center for activities of the integrated community accompanied by the reconstruction of the Municipal Aoyama Kitamachi Apartment.
- Make use of the trees along the streets to promote seamlessness in the greenery in the community.



▲ Nearby open spaces

<Area around Jingu Gaen>

Since Jingu Gaen will be the gateway to the main stadium for the 2020 Tokyo Olympic and Paralympic Games in Minato City, and has many large sports facilities, we will develop a community with a well-developed pedestrian system, sports, culture, and exchange.

- Design a sports center that balances commerce with business.
- Organize diverse events to make the most of the concentration of large sports facilities for cultural exchanges.
- Improve the information communication system, anticipating disasters during large-scale events.
- Ensure wide pedestrian paths and spaces of the New National Stadium
- Develop attractive landscapes and a unified district around the intersections
- Conserve seasonal scenarios
- Promote green zones by making use of large-scale green space

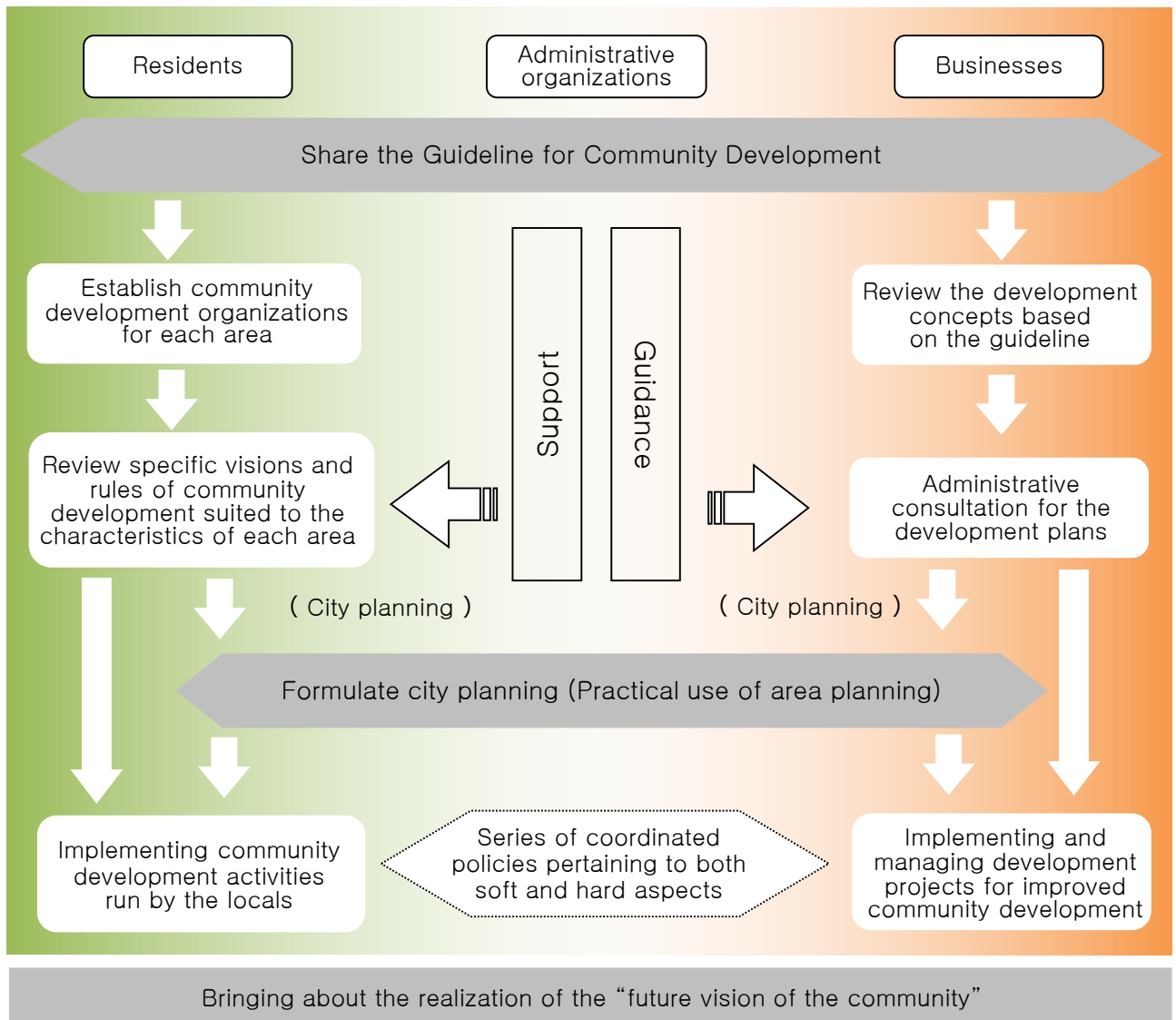


▲ Green pedestrian spaces

■ Implementing community development through cooperation and coordination with each organization

In order to bring about the realization of future plans, we will share this Guideline for Community Development with residents, businesses, and administrative organizations. To use this effectively, we will cooperate with each organization as listed below.

- The city will support community development suited to the characteristics and individuality of the area.
- To absorb ideas and innovation that are unique to each area, the city will review plans from the businesses and guide them appropriately.
- The city will support and promote a series of coordinated policies pertaining to both soft and hard aspects.



■ Renew the guidelines based on the progress of community development

We will renew community development based on the evaluation and results of the progress and changes in the socioeconomic situation after the upcoming 2020 Tokyo Olympic and Paralympic Games.