

Guidelines for Community Development for the Shimbashi and Toranomom Area

Overview

July 2019
Minato City

Community Development of the Shimbashi and Toranomon Areas

In the Shimbashi and Toranomon areas, progress has been made in the development of Ring Road No. 2, and fresh community development initiatives were launched for with the establishment of the community development organization in 2007 by members of the local community.

On the other hand, issues such as the strengthening of disaster prevention functions and development of urban infrastructure have become more prominent. Community development efforts, kicked off with the development of Ring Road No. 2, are expected to help resolve these local issues. In light of that, Minato City formulated the Guidelines for Community Development for the Area Around Ring Road No. 2 in March 2012, and has since provided guidance for community development of the area.



Status of development of Ring Road No. 2 (Left: April 2003, Right: March 2015) (Source: Tokyo Metropolitan Government)

Background and Objectives of the Revision

Approximately seven years have passed since the formulation of the Guidelines for Community Development for the Area Around Ring Road No. 2. Since then, the environment around this district has undergone significant changes, including an increase in population and number of households, decision to hold the 2020 Olympic and Paralympic Games in Tokyo, development of new Metro stations (Toranomon Hills Station), and introduction of BRT. To respond with precision to such social changes and trends in local community development, and to present the direction for providing guidance on community development in a systematic manner, the target area will be expanded and the contents of the Guidelines revised under the new title "Guidelines for Community Development for the Shimbashi and Toranomon Areas."

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| Perspective 1 Promoting community development that strengthens collaboration with internationalization, tourism, and culture | Perspective 2 Enhancing the transportation environment based on strengthening the wide-area transportation network |
| Perspective 3 Support for growing momentum toward community development in the local community | Perspective 4 Support for population growth, and further enhancing the living environment |
| | Perspective 5 Spreading and expanding area management |

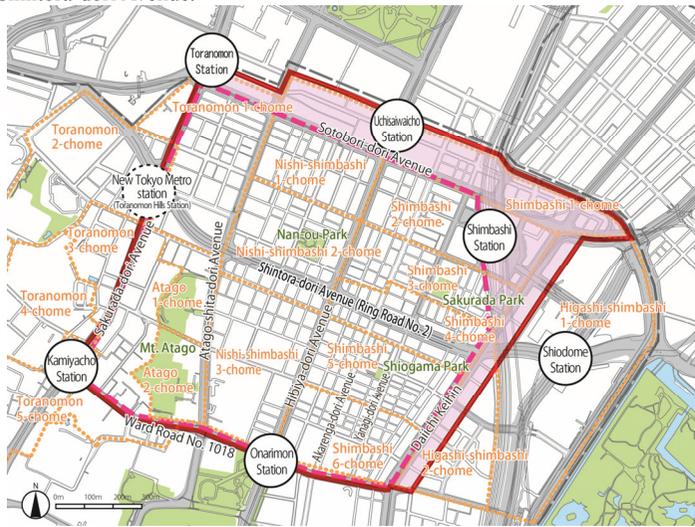
Perspectives for the revision

Positioning of the Guidelines

The Guidelines for Community Development sets out the detailed targets, measures, and policies corresponding to the characteristics of each area, and serves as a guide to community development. (Refer to Page 7 of the Overview "Positioning and Roles of the Guidelines").

Target Areas of the Guidelines

These Guidelines cover the area extending from Shimbashi to Toranomon (approx. 108ha) with a focus on Shintora-dori Avenue.



Legend

- Red outline: Guideline for Community Development for the Shimbashi and Toranomon Areas
- Pink outline: Guidelines for Community Development for the Area Around Ring Road No. 2 (March 2012)
- Light pink: Expanded scope
- Dotted line: Town and neighborhood boundaries
- Thin grey line: City boundaries
- Green: Main parks, green spaces, etc.

Target area of the Guidelines

History of the Areas

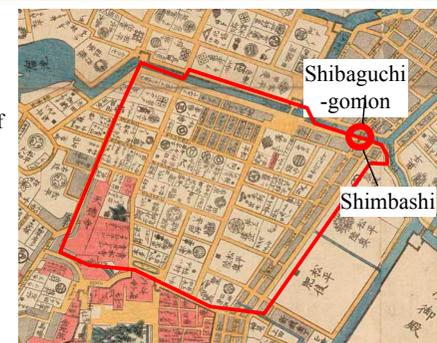
- Edo: Developed as an Edo castle town mainly with samurai residences
- Meiji: Opening of Japan's first railway
- Taisho: Great Kanto Earthquake strikes
- Showa: War, and postwar reconstruction
- Heisei: Lively area that is popular among office workers, and progress of development projects etc.



Shimbashi at the end of the Meiji era (Source: "Enlarged View of Minato City")



Lively Shimbashi during the period of rapid economic growth (Source: "Enlarged View of Minato City")



Zoning of the area in 1848 (Source: "Kaei Kaisai Oedo Daiezu" (Collection of the Minato City Local History Museum))

Current Situation in the Area

■ Situation in the urban areas

While there are many large-scale office buildings around Toranomon due to development projects in recent years, there are also many small and medium-scale office buildings in the central part of the northern side as well as the southeast side of this district.

There is also a concentration of commercial facilities, such as shops and restaurants, around Shimbashi Station.

■ Population

The population in this district is on the rise, and the growth of the population of foreign nationals is particularly prominent.

It is also characterized by a notably high daytime population density due to development projects and other factors.



Distribution of commercial, residential, and public buildings (Source: Land Use Survey for 2016)

Based on questionnaire surveys and the current situation in the area, we have organized the elements that we aim to maintain or further develop going forward in regard to the appeal of the area, as well as the issues that need to be improved on or eliminated.

Appeal of the Area (Characteristics)

1. Development of international business and lifestyle hubs due to the diverse business environment that the location is blessed with, and the advancement of large-scale development projects.
2. Shimbashi Station, a terminal station used by more than 900,000 commuters and blessed with convenient transportation.
3. Abundance of greenery surrounding the area, such as the lush greenery on Mt. Atago, and Shiba Park.
4. Lively atmosphere along Shintora-dori Avenue and around Shimbashi Station, which create vitality in the area.
5. Resources of the area that inherit traditions and culture, and hosting of events.

Issues in the Area

1. Inadequate facilities for enhancing convenience in everyday life, to cope with the population growth.
2. Concerns about the decline of communities that have been nurtured through neighbourhood association activities, etc.
3. Need for measures to assist stranded commuters, in order to cope with the massive daytime population.
4. Insufficient rich green spaces, comfortable pedestrian spaces, etc.
5. Need for measures to mitigate damage during disasters.

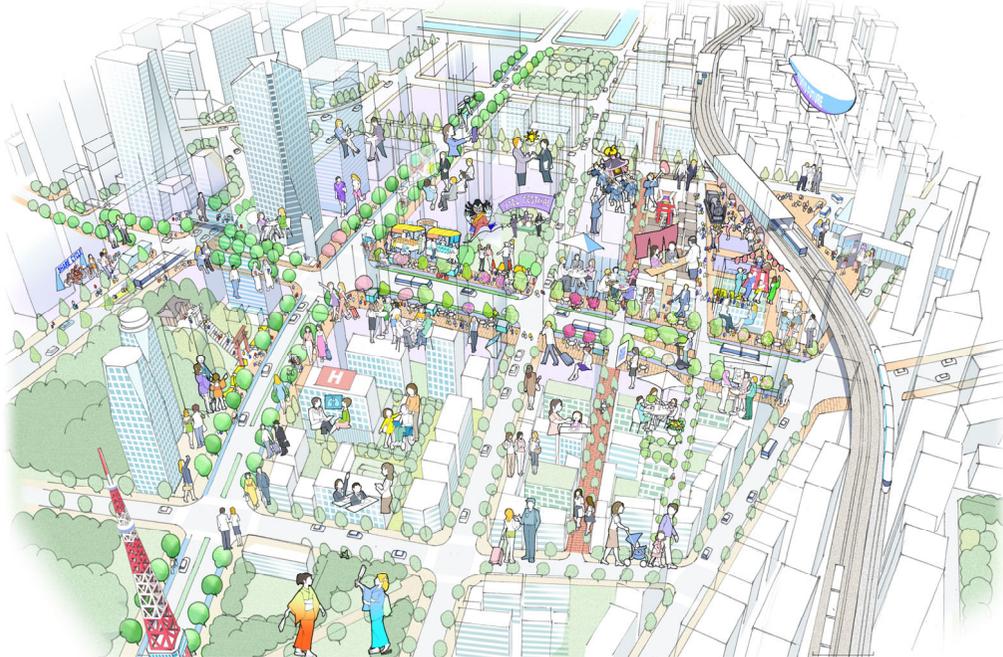
Based on the perspectives for the revision, the appeal (characteristics) of the area, and its issues, a future vision for this area has been drawn up, and community development is being advanced toward the realization of this vision.

Future Vision of the Area

**Fusing deeply ingrained traditions, with a vibrant spirit of creating the future
Carving out a new history for an area filled with life and vitality**

The Shimbashi and Toranomon area has inherited traditions and culture from the Edo era, including established shops and local festivals that have lasted for more than 100 years, and lively streets that are known as the "Mecca" of office workers. At the same time, alongside with the advancement of new community development initiatives in recent years, it has actively incorporated new elements that match the trends of the times, such as the development of world-class business and living environments.

This area has a unique diversity, with its mixture of various cultures, lifestyles, cityscapes, and activity, as well as a constantly growing and evolving tolerance that is accepting of new values at the same time. On the foundation of these qualities, the area is fusing the old and the new to create new values, and creating a town full of liveliness and vitality.



Based on this future vision of the area, we have drawn up the following two points on community development that takes advantage of the area's characteristics, resources, and existing cityscapes, and which places importance and value on the area.

Community Development Point (1)

Creation of a cityscape that values spaces of various scales

It is important to inherit the cityscapes while harnessing the attractive points created through the harmonious coexistence of spaces of various scales.

Cityscape with continuity and consideration for a sense of harmony

Landmarks that symbolize the area

Cityscape along the main road (Sotobori-dori Avenue)

Cityscape on Shimbashi-naka-dori Avenue

Cityscape with the feel of a neighbourhood

Community Development Point (2)

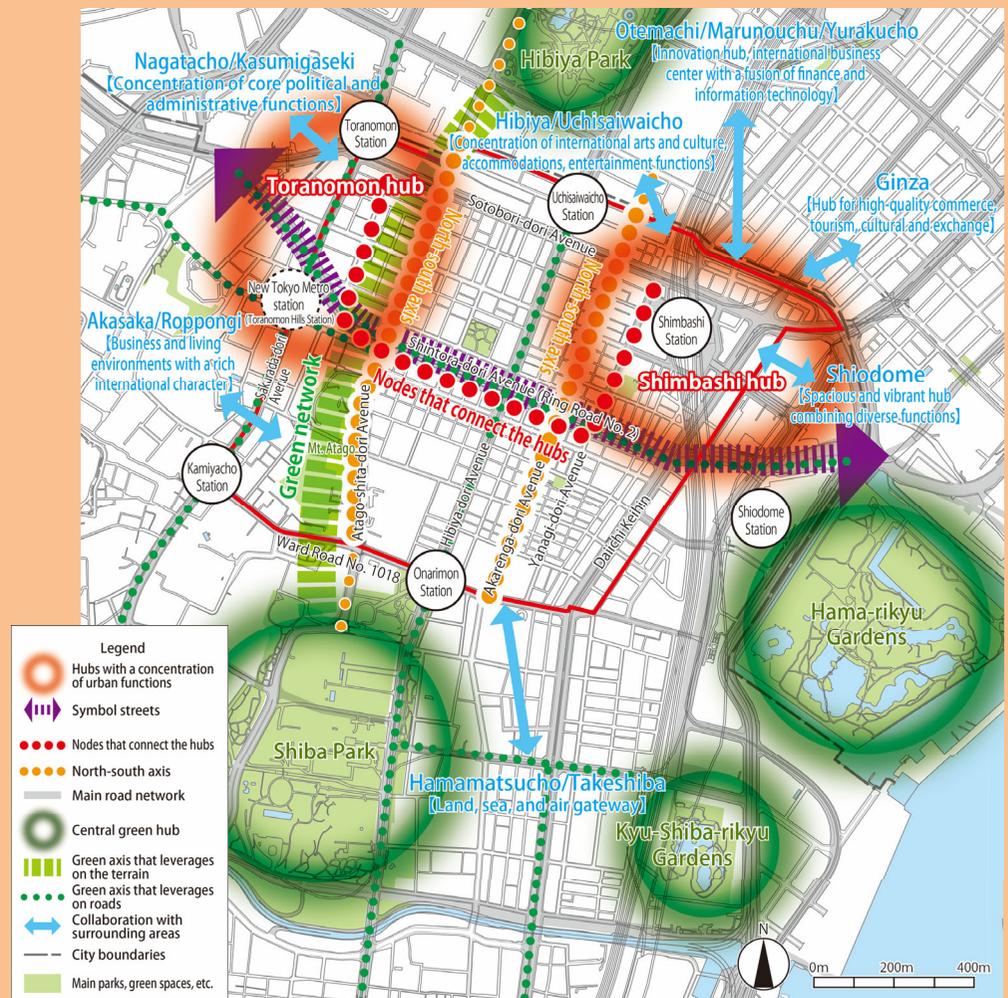
Developing a pedestrian network that takes advantage of the street's history and appeal

There are a number of historical streets in this area, so it is important to inherit the history and unique characters of these streets while further communicating and spreading them.

Through the development of a green pedestrian network that is linked integrally, we aim to create a pedestrian space that is convenient, lively, and enjoyable to walk through.

Structure that the Shimbashi and Toranomon area aims toward

- The framework of the Shimbashi and Toranomon areas is formed by **two hubs for urban functions that will form the core of the area (Shimbashi, Toranomon)**, and **nodes that will connect the two hubs (such as Shintora-dori Avenue)**.
- While establishing the hubs and nodes as base points, the attractive points and resources of each district will be harnessed to further promote improvements in multifunctional route guidance and accessibility. To that end, the **north-south axis has been designated as the heart of the pedestrian network, and the activities of people as well as accessibility will be revitalized to create a lively and vibrant atmosphere**.
- The precious greenery of **Mt. Atago**, which has retained its historical terrain, **will be conserved, and a green network will be created to connect it to the surrounding areas such as Shiba Park and Hibiya Park**.
- In the periphery parts of this area, efforts will be made to **create a cityscape with a sense of continuity and build networks through mutual collaboration with the characteristics of the surrounding regions**. At the same time, the unique character and features will be utilized to draw out the vitality and appeal of the entire area.



Community Development Measures by Category

In order to realize the future vision of this area, the measures for community development are presented in eight categories. The initiatives presented in the community development measures are not just implemented independently; rather, it is effective to implement them from a cross-sectional perspective in relation to multiple fields.

Measure 1 Creation of urban areas that take advantage of the diverse characteristics of the area 【Land use/Utilization】

Within this area, there is a concentration of distinctly characteristic districts with different features, such as vibrant business areas and inviting commercial districts, as well as historical and cultural resources and green spaces. As such, we aim to take advantage of these regional characteristics to guide land use in a way that makes the area even more vibrant.

—Measures—

- 1 Guidance on land use that matches regional characteristics
- 2 Urban development that takes advantage of regional characteristics and resources
- 3 Enhancing the appeal and value of the region through community collaboration

Enhancing the appeal and value of the region through community collaboration

By utilizing the location with its large number of offices, we will promote community development activities such as area management.

We will promote initiatives to make the spaces enjoyable and usable for the local residents, such as the implementation of events that create a lively atmosphere through the integrated use of roads and roadside areas.



Events that utilize roads and roadside areas

Striking a balance between inheriting alley spaces with a neighbourhood atmosphere, and improving disaster prevention capacity

The alley spaces around Shimbashi Station, with their neighbourhood atmosphere, are attractive and create a lively and vibrant atmosphere that is unique to this area. On the other hand, they also pose a problem in the aspect of disaster prevention.

Even as the cityscape is being updated through the rebuilding of buildings, methods to inherit and pass down the vibrant atmosphere unique to Shimbashi will be reviewed.



Attractive alley spaces that are regarded as a "Mecca" for office workers

Measure 2 Creating a living environment that is safe, secure, and comfortable for everyone 【Housing, living environment, local community, crime prevention】

The population has been on the rise in this area, particularly for the group of people in their 20s to 40s. For this reason, develop and guide development toward facilities that support the living infrastructure, corresponding to the population growth and changes to population structure, and create an attractive living environment that focuses on quality and convenience, so that residents can continue living in comfort and enjoyment into the future.

—Measures—

- 1 Enhancement of residential functions for diverse households to continue living in the area
- 2 Creation of a comfortable living environment that supports various needs
- 3 Creation of an environment that deepens exchanges in the local community
- 4 Community development aimed at improving health
- 5 Securing everyday safety and security

Improving the quality of the living environment while making the most of opportunities such as development projects

In development projects, etc., Minato City encourages the establishment of facilities to enhance convenience in daily life, and which match the characteristics of the region while meeting the needs of the local community.

On the south side of this area, where many public utility facilities are situated, the aim is to create an attractive living environment by focusing on promoting the development of facilities to enhance convenience in daily life.



Facilities to enhance convenience in daily life, established under development projects (Supermarket)

Ensuring everyday safety and security (Shiba Area Clean Campaign)

This area is a very large daytime population, and many of the residents as well as corporations and workers participate in crime prevention activities and environmental improvement activities in the local community. Many local businesses, etc. participate in the Shiba Area Clean Campaign, with as many as 400 people taking part each time.



Scenes of Clean Campaign activities

Measure 3 Strengthening transport functions with a focus on stations, and pedestrian-friendly road development 【Roads, transportation】

Alongside with strengthening the functions of the transportation hubs and nodes, focus is placed on improving the environment for using bicycles and creating an enjoyable walking environment, in order to build an environment that cars, bicycles, and pedestrians can travel safely and comfortably in.

—Measures—

- 1 Strengthening the functions of hub stations that serve as transportation nodes
- 2 Alongside with enhancing wide-area public transportation, development of transportation environment that correspond with the actual situation in the area.
- 3 Creation of road networks
- 4 Improving the environment for using bicycles
- 5 Developing an enjoyable walking environment

Creation of a multilayered pedestrian network with a view to strengthening the functions of hub stations

Alongside with strengthening station functions, a multilayered pedestrian network will be created in collaboration with surrounding community development initiatives, and with consideration for barrier-free needs. Furthermore, we aim to improve accessibility of the area and create an enjoyable walking environment through the integrated development of spacious and vibrant spaces, where commuters can transfer/transit between a wide range of transportation methods comfortably.

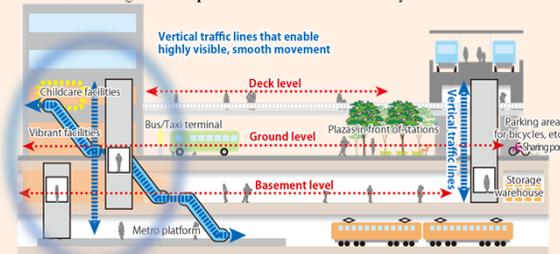


Image of a multilayered pedestrian network



Creating high-quality pedestrian spaces in which private land and pedestrian paths are integrated (Akasaka Intercity AIR)



Creation of green, shady spaces in which roads and roadside areas are integrated (Atago-shita-dori Avenue)

Measure 4 Creation of lush, green spaces by linking greenery with greenery 【Greenery, water】

Centering on the greenery of Mt. Atago, a green axis that makes use of roads such as Shintora-dori Avenue will be created to connect parks and open spaces through greenery. Alongside with promoting high-quality greening through the application of various methods, efforts will be made to promote park management, etc. that leverages on the vitality of the private sector.

—Measures—

- 1 Creation and expansion of green network
- 2 Creation of lush, green open spaces
- 3 Creation of high-quality green spaces
- 4 Managing greenery and parks by leveraging on local collaboration and vitality of the private sector

Using parks as a local resource (Active park management through a designated manager system)

Minato City has introduced a designated manager system for the management and operation of parks. Municipal parks and Children's Parks are consolidated in a group under each Regional City Office, and maintained and managed integrally by a designated manager.

This improves the level of maintenance and management, and the knowhow, ideas and professionalism of private-sector businesses are used to hold various events to create vibrant parks.



Scene of Aozora Yoga Class held at Nan-ou Park



Green open spaces created through development projects (Toranomon Hills)



Adopt Program

Chapter 4 Area-wide Measures

Guidelines P53-68

Measure 5 Disaster-resilient community development, and enhancing area disaster prevention capability 【Disaster prevention/Reconstruction】

As this area is an important center that supports urban activities such as Japanese economy, culture, and exchanges, enhance safety and disaster prevention capability to ensure that urban functions can be maintained and continued even during a disaster. In addition, in view of its characteristic as an area with a large daytime population, promote efforts to strengthen disaster-prevention functions across the area in cooperation with the relevant parties in the area.

- Measures—
- 1 Enhancing safety and disaster prevention capability against earthquake disasters in urban areas
 - 2 Taking the opportunity of development projects to create local disaster prevention hubs
 - 3 Promoting area disaster prevention through the united efforts of the area, and prior reconstruction initiatives
 - 4 Responding to landslide disasters, flooding, and urban flood disasters

Area Disaster Prevention

The daytime population significantly exceeds the nighttime population in this area, and there is a high percentage of foreign nationals. Hence, there is a risk of serious disruption occurring in the event of a major earthquake.

To cope with that, there is a need for neighbourhood associations, corporations, and administration to cooperate closely. A council for the promotion of measures for stranded people has been established near Shimbashi Station, rules to support stranded people at Shimbashi Station have been established, and drills are conducted regularly.

In the Toranomon area, private-sector developers, rail operators, and hospital staff and others in the local community are cooperating with the aim of enhancing safety in the city in both the physical and non-physical aspects. To that end, they have drawn up an urban renewal and safety plan.



Drills based on the rules to support stranded people at Shimbashi Station



Fireproofing activities (disaster prevention drill)



Digital signage (Source: Tokyo Metropolitan Government website)

Measure 6 Creation of an attractive cityscape that makes use of local resources 【Landscape】

Create an attractive cityscape that is unique to this area, by harnessing the rich local resources such as the green slopes of Mt. Atago, historical architecture, attractive streets, cityscapes with a sense of neighbourhood particularly in Shimbashi, and landmarks such as the SL at Shimbashi Station West Exit Square (SL Square) and Toranomon Hills.

- Measures—
- 1 Creating landscapes that make use of the local resources
 - 2 Creating attractive cityscapes that match the character of the area, and ensuring harmony with the surroundings
 - 3 Guidance on proper landscaping, and support for the establishment of rules by the areas



Endless greenery that is integrated with private land (Atago-shita-dori Avenue)



Landscape around the station that becomes the "face" of the area (Around Toranomon Station)



Lively bustle at the intersection (Shimbashi Karasumori Exit Intersection)



Downtown alley spaces with a neighbourhood atmosphere

Voluntary efforts by areas to develop landscapes

Along the Shintora-dori Avenue, the creation of a new cityscape is underway, such as the rebuilding of buildings along the road, triggered by the development of Ring Road No. 2.

Furthermore, various initiatives are being implemented to create a landscape that is unique to Shintora-dori Avenue, such as wall murals and events for residents to decorate the street, and formulation of voluntary landscaping rules.



Creation of characteristic landscapes



Measure 7 Promoting further reduction of burden on the environment through advanced initiatives 【Low carbonization】

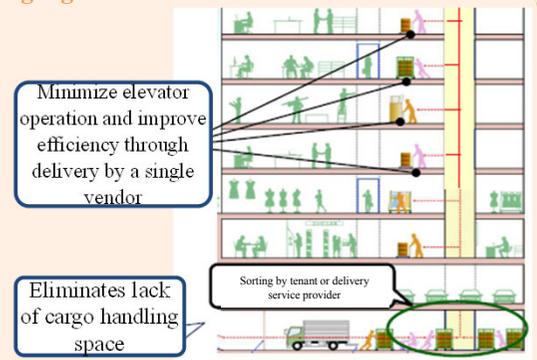
This area has particularly high CO2 emissions and energy consumption even in comparison with other parts of Tokyo, and experiences significant heat island phenomenon. In order to achieve low carbonization in the city, reduce the burden on the environment by promoting measures such as the introduction of advanced technology, heat island countermeasures, and shift to environmentally-friendly means of transportation.

- Measures—
- 1 Promoting efficient use of energy through advanced technology
 - 2 Promoting heat island countermeasures
 - 3 Shifting to means of transportation with low environmental burden

Consolidation of parking functions, enhancing logistics efficiency (Joint distribution)

In the urban areas, as the buildings along the main roads have their own car park entrances and exits, the movement of cars becomes inefficient and causes traffic congestion, contributing to the problem of CO2 emissions. For this reason, local car parking rules have been established for Shintora-dori Avenue and around Toranomon and Atago, and parking functions are being consolidated.

In large-scale buildings, the collection and delivery of packages can become inefficient due to confusion among multiple delivery service providers, and the CO2 emitted by cargo handling vehicles is a factor for increasing environmental burden. For that reason, alongside with considering joint distribution within the buildings, also review initiatives to enhance distribution efficiency for the whole area, such as by setting up joint cargo handling bases in the surrounding areas.



(Source: Based on "Joint Transportation that Integrates Logistics in Buildings such as Courier Services / MLIT")

Measure 8 Enhancing the appeal as a cosmopolitan city, and dissemination of information 【Internationalization, tourism, culture】

As the number of foreign residents and domestic and foreign visitors is expected to increase, promote the creation of business and living environments to support internationalization as well as the development of an environment to host tourists and visitors. At the same time, implement community development initiatives that create a sense of the history and culture of an area rich with traditions.

- Measures—
- 1 Developing an environment that is suitable for a cosmopolitan city
 - 2 Promoting round-trip sightseeing, and strengthening city promotion
 - 3 Community development that brings colorful culture closer to people

Presence of "established stores" that inherit tradition and create a new culture

There are many established stores in this area that were established before the Taisho era and are still operating today.

In 2016, the Shiba Centennial Society was established by bringing these established stores together with the aim of contributing to the revitalization of local economy, spreading information about the culture of established stores, and facilitating mutual exchange of established stores.

It is important to apply the influence of the "established stores" to community development, not only for passing on and spreading traditional culture, but also to create a vibrant atmosphere and develop characteristic landscapes.

In this area, where there are many established stores, in addition to passing on the skills and wisdom built up over many years, it is also becoming increasingly important to change flexibly to adapt to new towns and cultures in order to enhance the appeal of the area.



Traditional Japanese culture (Choujiya Kimono Store)



Western culture (Atago Konishi)



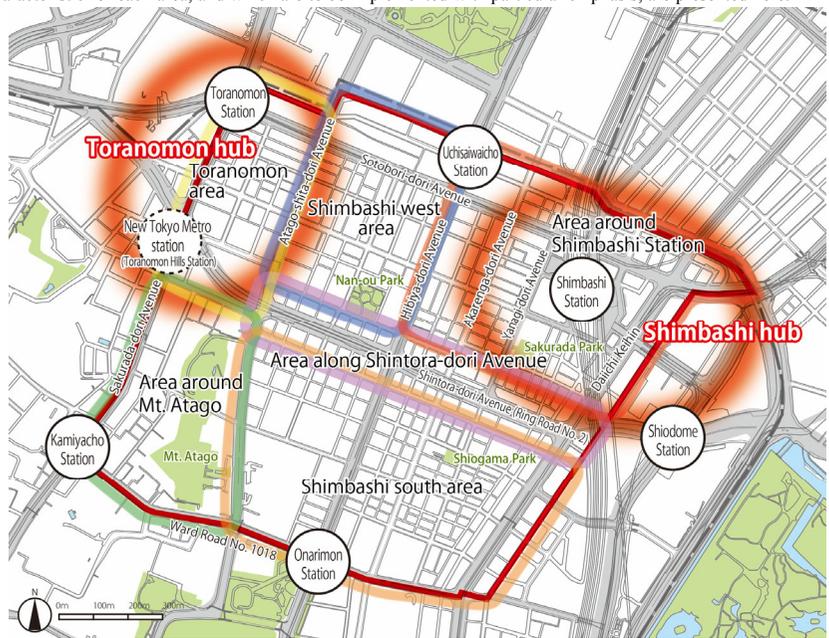
Image of international exchange



Scene of National Exchange and Exhibition Fair in Shimbashi

Priority Measures for Community Development in Each Area

In the area-specific policies, this area is further divided up in finer detail, based on the respective conditions and characteristics of each subdivision, in order to promote community development that leverages on the resources and characteristics of the area. The measures that are characteristic for each area, and which are to be implemented with particular emphasis, are presented here.



Toranomon area

Creation of an international business and exchange hub that can play a part in the cosmopolitan city of Tokyo

- 1 Introduction of functions that contribute to the creation of a world-class business environment
- 2 Ensuring the continuity of business functions during a disaster (BCP)
- 3 Creation of green and vibrant street spaces



Shimbashi west area

Creation of vitality through the promotion of innovation that makes use of the advantages of the location

- 1 Enhancing the framework of an area where people come and go
- 2 Creation of a green network centered around Nan-ou Park
- 3 Creation of a disaster-resilient urban area
- 4 Creation of spaces for promoting innovation that connects the Toranomon hub with the Shimbashi hub



Area around Shimbashi Station

Inheriting the neighborly and vibrant atmosphere, where people from Japan and abroad gather

- 1 Creation of vibrant spaces that reflect the character of Shimbashi, and creation of spaces that support the promotion of innovation
- 2 Promoting disaster prevention activities with the areas acting in an integrated manner
- 3 Creation of gateways that are conscious of the connections with surrounding areas, and with Japan as well as other countries



Area around Mt. Atago

Creation of a landscape and realizing a residential environment with rich greenery and a sense of history

- 1 Creation of a living environment that supports international business and exchange hubs
- 2 Creation of a landscape that takes advantage of an environment with a sense of history and culture, such as temples and shrines, and the historic greenery
- 3 Enhancing safety around Mt. Atago



Shimbashi south area

Creation of an environment where diverse households can live comfortably in the heart of the city and amidst a green environment

- 1 Life support that matches diverse lifestyles
- 2 Creation of barrier-free spaces where residents can enjoy comfortable living in the city center
- 3 Creation of an interesting living environment in the city center that takes advantage of the lush greenery



Area along Shintora-dori Avenue

Vibrant symbol streets that are representative of next-generation Tokyo, and which will carve out a new history

- 1 Creation of a city space that is befitting of the symbol streets that will set the stage for a wide range of activities
- 2 Creation of spaces where diverse functions and attractions overlap, and myriad cultures are created
- 3 Realization of an area that can develop sustainably



Collaboration in Each Area and Hub

This area is characterized by the fact that Shimbashi and Toranomon, which are areas and hubs with completely different characteristics and appeal. Shimbashi is a gateway to the city center, and to other parts of Japan as well as other countries. At the same time, it has alley spaces with a strong sense of neighbourhood as well as lively, vibrant spaces.

On the other hand, Toranomon is developing as an international business and exchange hub close to the concentration of administrative offices and embassies in Kasumigaseki.

In addition, there is a wide range of office spaces in this area ranging from low-cost and small-scale spaces to high-quality large-scale spaces, such as the large number of small and medium-scale office buildings in the Shimbashi west area, the west side of the area around Shimbashi Station, and the east side of the Shimbashi south area. There are also extensive support functions for businesses and entrepreneurs.

By taking advantage of their location and resources, these areas and hubs with their unique characters complement and cooperate with each other, and create business and exchange hubs that continue to generate innovation.

Advantage (1)

Transportation infrastructure that supports diverse people and urban activities

Advantage (2)

Diverse business environments that support value creation

Advantage (3)

Living environment that supports global business

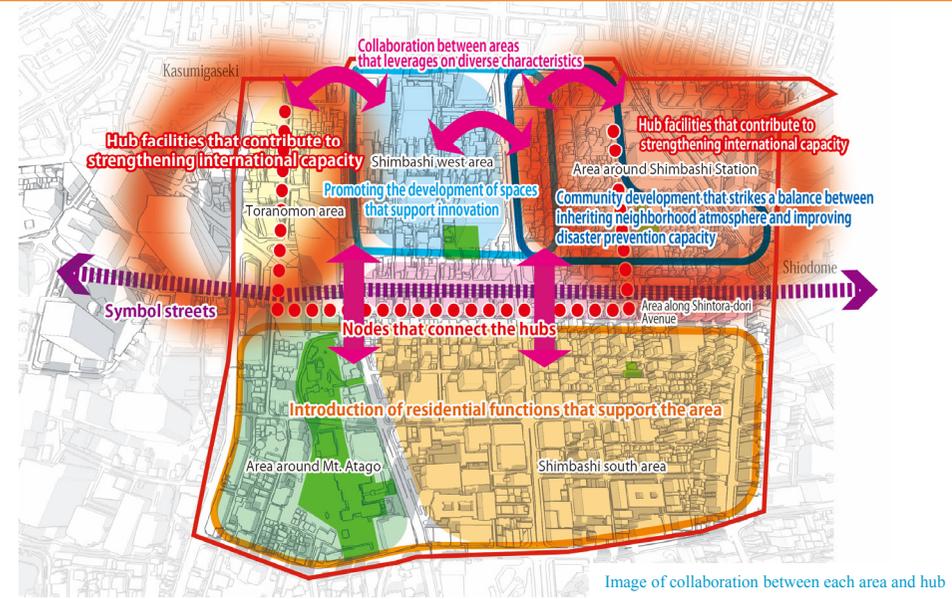


Image of collaboration between each area and hub

Priority Measures for Community Development of Each Hub

Shimbashi Station is a terminal station serving a number of means of transportation, as well as a very large number of users. The development of transportation functions, such as the new Tokyo Metro Station (Toranomon Hills Station) is ongoing in the area around Toranomon Station. Furthermore, these areas near the station are expected to become even more important as transportation nodes and hubs going forward, such as with the introduction of BRT aimed at 2020.

In light of that, the areas around Toranomon Station, the new Tokyo Metro Station (Toranomon Hills Station), and Shimbashi Station are positioned as hubs where urban functions are concentrated (Toranomon hub and Shimbashi hub), with the aim of further strengthening the functions of transportation nodes and creating hubs that will become the heart of the area.

Toranomon hub

Development of transportation node functions that are suitable for an international business and exchange hub

- Strengthening transportation node functions by improving the accessibility with the surrounding regions
- Developing a three-dimensional pedestrian network within the hub

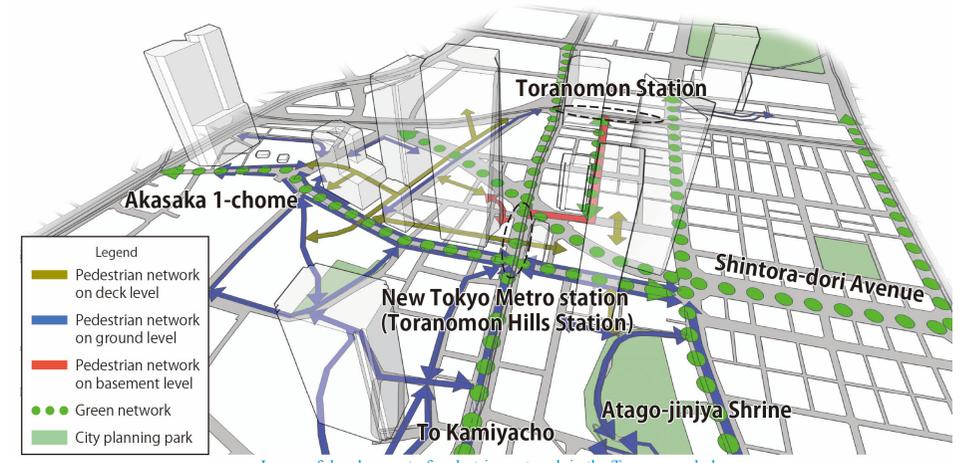


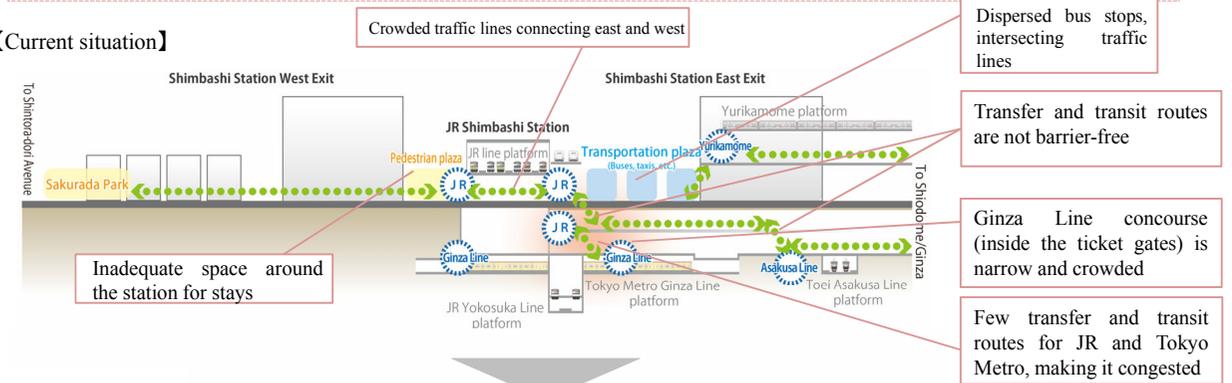
Image of development of pedestrian network in the Toranomon hub

Shimbashi hub

Strengthening of transportation node functions to further promote exchanges and collaboration within and outside Japan

- Introducing urban functions that contribute to strengthening international competitiveness, by leveraging on the good accessibility of the wide-area transportation network
- Strengthening transportation node functions by improving convenience in transfers and transits at transportation facilities
- Improving accessibility by strengthening the pedestrian network that is connected to the east and west sides of the station and the surrounding regions

【Current situation】



【Future (vision)】

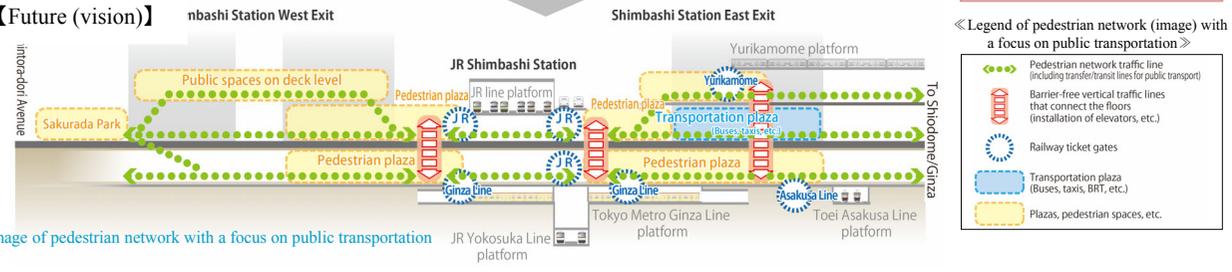
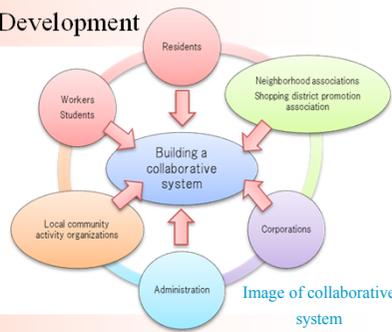


Image of pedestrian network with a focus on public transportation

Enhancing the Collaborative System to Advance Community Development

- Efforts will be made to resolve various issues in the community, and toward the revitalization of the local community, through the proactive involvement of diverse people who live, work, and gather in the area in community development.
- A collaborative system between local activity entities will be built, and these entities will revitalize their mutual activities. In addition, the local communities will work as one to manage the area.



Promoting Area Management Activities

- In addition to the residents in the area, the perspectives of a wide range of other entities such as people working and schooling in the area, help to maintain the appeal of city spaces, and improve the appeal and value of the area by using it more comfortably.

Case study: Area management of Shintora-dori Avenue

Along Shintora-dori Avenue (Ring Road No. 2), the Shintora-dori Area Management Council and Shintora-dori Management (General Incorporated Association) cooperate to carry out area management activities. The Shintora-dori Area Management Council was launched in March 2014 coinciding with the opening of Shintora-dori Avenue. It is engaged in activities aimed at creating a vibrant street. Landowners and corporations are the primary entities that work together with the local government and neighbourhood associations to plan, review and act on area management in order to maintain the good conditions of road spaces, use them, and enhance the value of the area.

- Setting up and operation of open cafes and structures along the road. Acquire special permission for occupancy of roads based on the Urban Renewal Development Plan, and set up open cafes and other facilities on the road.

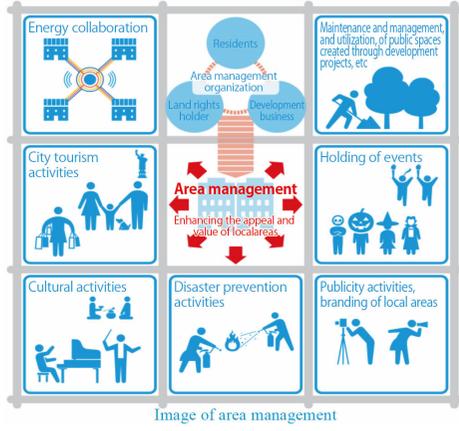


- Use wide pedestrian paths and roads to hold events
 - Cleaning activities
 - Creation and management of logo
- With the aim of creating a vibrant street, carry out activities such as events that involve the integrated use of roads and roadside areas, cleaning activities led by corporations, workers, and local organizations, etc.

◇ Shintora water sprinkling mission (July 22, 2016) ◇ Seasonal flowers in Shintora-dori Avenue (March 30, 2017) ◇ Scene of cleaning activities



Create a logo to improve brand power and strengthen information communication

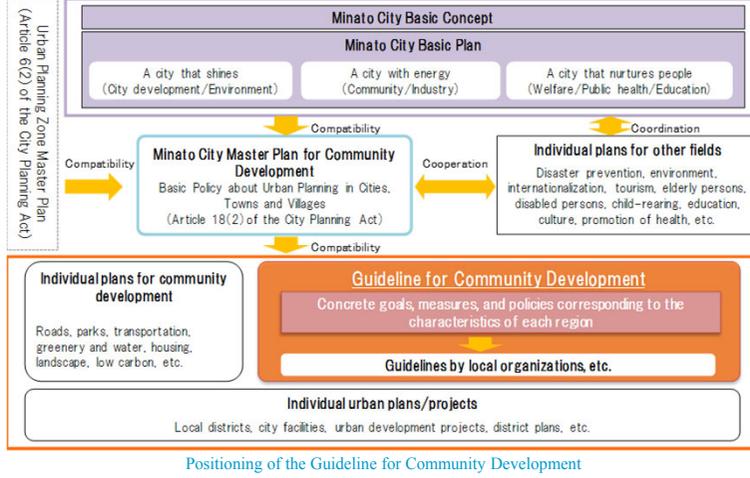


Positioning and Roles of the Guideline

- Positioning and roles of the Guideline
- The Guideline for Community Development is positioned as a community development guide that presents the detailed goals, measures, and policies corresponding to the characteristics of each area, in accordance with the basic policies for community development set out in the Minato City Master Plan for Community Development (March 2017), which is the top-level plan for community development in Minato City.
- By advancing projects and activities that match the characteristics and needs of each area in the districts set out in the Guideline, with a view to realizing the goals presented in the Master Plan for Community Development and Guideline for Community Development, Minato City aims to resolve issues in the local communities and promote community development that harnesses the local characteristics.

Guidelines for Community Development that have already been drawn up by Minato City

- Areas around Ring Road No. 2 (March 2012, revision and change of title on this occasion)
- Roppongi/Toranomon areas (December 2012)
- Tamachi Station West Exit, areas around the Fudanotsuji Intersection (February 2013)
- Area around Aoyama-dori Avenue (October 2015)
- Mita/Takanawa areas (May 2018)



How to Use the Plans During Implementation

- Detailed guidelines, vision, and establishment of rules that take the situation of the area into consideration
- This Guideline is a guide to community development for the Shimbashi and Toranomon area extending for about 108ha. To advance community development that makes further use of the characteristics and uniqueness of this area, it is necessary to ensure consistency with this Guideline while taking into consideration the top-level and relevant plans drawn up by Minato City, such as the Master Plan for Community Development, and at the same time, ensure that organizations such as local councils take independent steps to prepare more detailed guidelines for the target areas.
- Furthermore, when making plans for development projects, etc. in this area using the various urban development systems that are available, it is vital to follow the policies set out in the Master Plan for Community Development and this Guideline.
- Flexible response to social changes, and effective use of new legal systems, etc.
- To realize the future vision for this area, community development will be carried out strategically while responding flexibly to social changes and effectively using legal systems. Even in the event of changes to conditions that were not anticipated at the point that this Guideline was drawn up, or revisions to laws occur, in the event that they are consistent with the direction of community development set out in the Master Plan for Community Development and this Guideline, community development efforts will be advanced creatively while considering the active use of the newly established systems.
- Updating the Guideline in accordance with progress in community development
- As this area is active in carrying out community development initiatives, when significant changes arise in the environment for this area, it is necessary to evaluate the effects and impact of community development initiatives, and update the contents of the plans where necessary.

The maps used in this plan have been approved by the Governor of Tokyo, and are drawn up using topographical maps of Tokyo of 1/2,500 scale. (Approval number) 30 Toshi Ki-Ko-Cho No. 45