

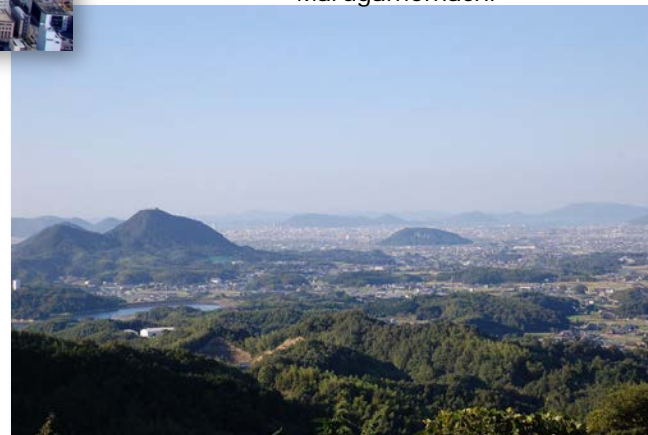
Aiming for a Creative, Human-oriented Maritime and Garden City



The view of Sunport Takamatsu and two islands - Megijima and Ogijima - from the top of Mineyama



The city center: shopping district of Marugamemachi



The northward view of Takamatsu City from Sugezawa-cho



Oct. 16, 2013

Takamatsu City Mayor: Hideto Onishi



New community planning by the City of Takamatsu

I Building a compact and beautiful city

- Shift of focus from diffusion to concentration
- Building a sustainable community
- City Landscape

II Promotion of a creative city

- Creative innovation
- Human-oriented community full of vitality and cheerfulness

III Revival of community

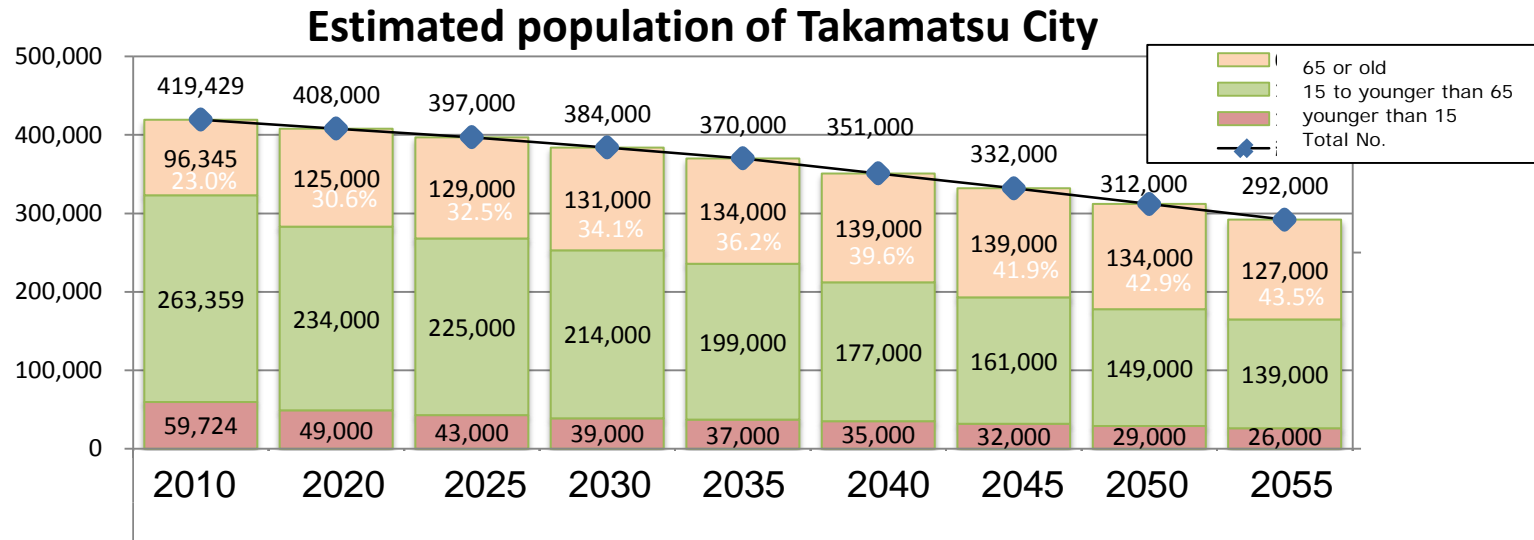
- Strengthen connection between people and regional bonds
- Enhance residents' self-governance

IV Establishment of a regional comprehensive care-service system

Improvement of in-home care and cooperation between relevant parties for: welfare, nursing and medical service

I Building a compact and beautiful city

Arrival of era characterized by super-aged society with depopulation and falling birth rates



*Figures estimated above are based on the benchmark population calculated under basic statistics compiled in the 2010 National Census, released by the Ministry of Internal Affairs and Communications on Oct. 26, 2011. The estimation method is the same as that employed when Takamatsu City crafted its 5th comprehensive community-building plan.

Total population of the city

About 419,000 in 2010



Projected to drop to about 292,000 in 2055

Population of the elderly

About 96,000 in 2010



Projected to rise to about 127,000 in 2055

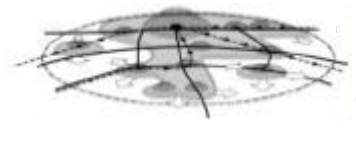
The ratio of elderly people are projected to rise to about **43.5 percent**
 -- **about two out of five people**

Urban community structure to be pursued

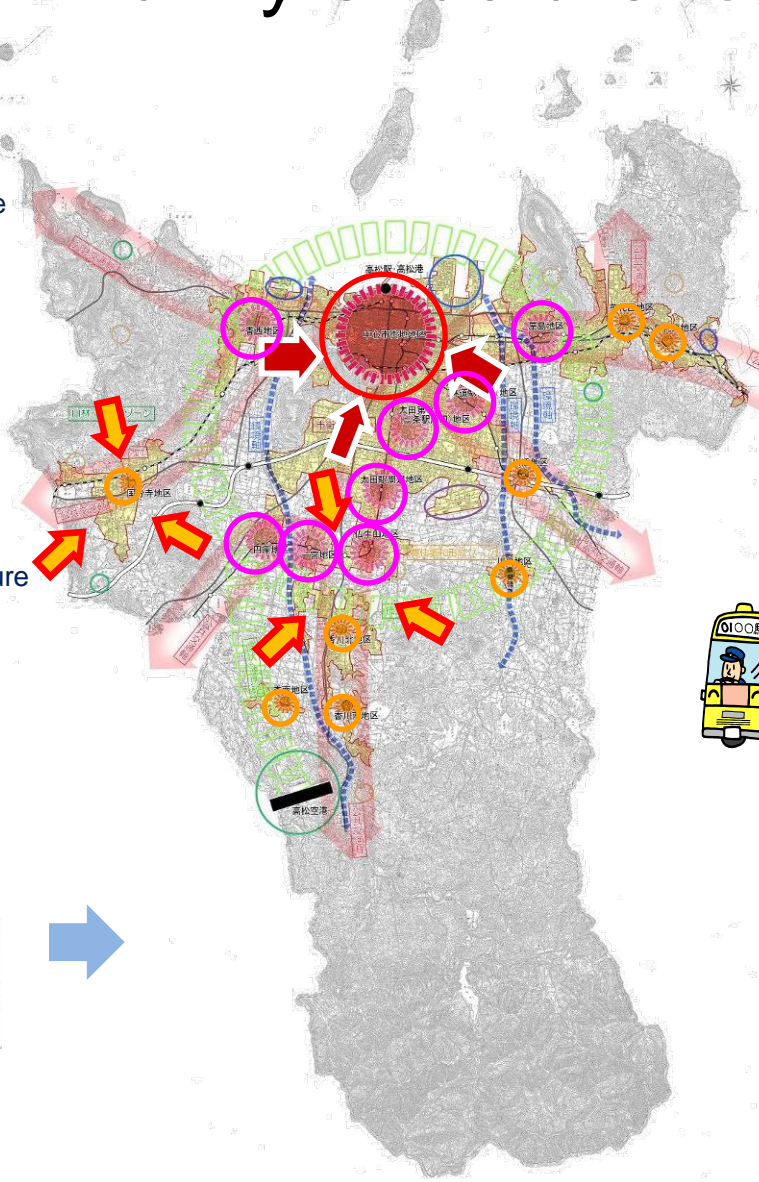
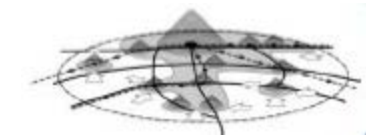
Past urban community structure



Current urban community structure



Urban community structure to be pursued in the future



Compact City
(to be pursued in the future)

Formation of key bases

Key base in the vicinity or suburb of urban center

Further concentration
Vitalized more

Urban center

Further concentration
Vitalized more

Key base in the vicinity or suburb of urban center

Eco-friendly transportation systems, centering on public transportation

Elderly people going outside and acting fine and energetically

Shopping areas crowded with people in high spirits

Many people want to stay living or are able to stay living

People staying and businesses coming (not leaving)

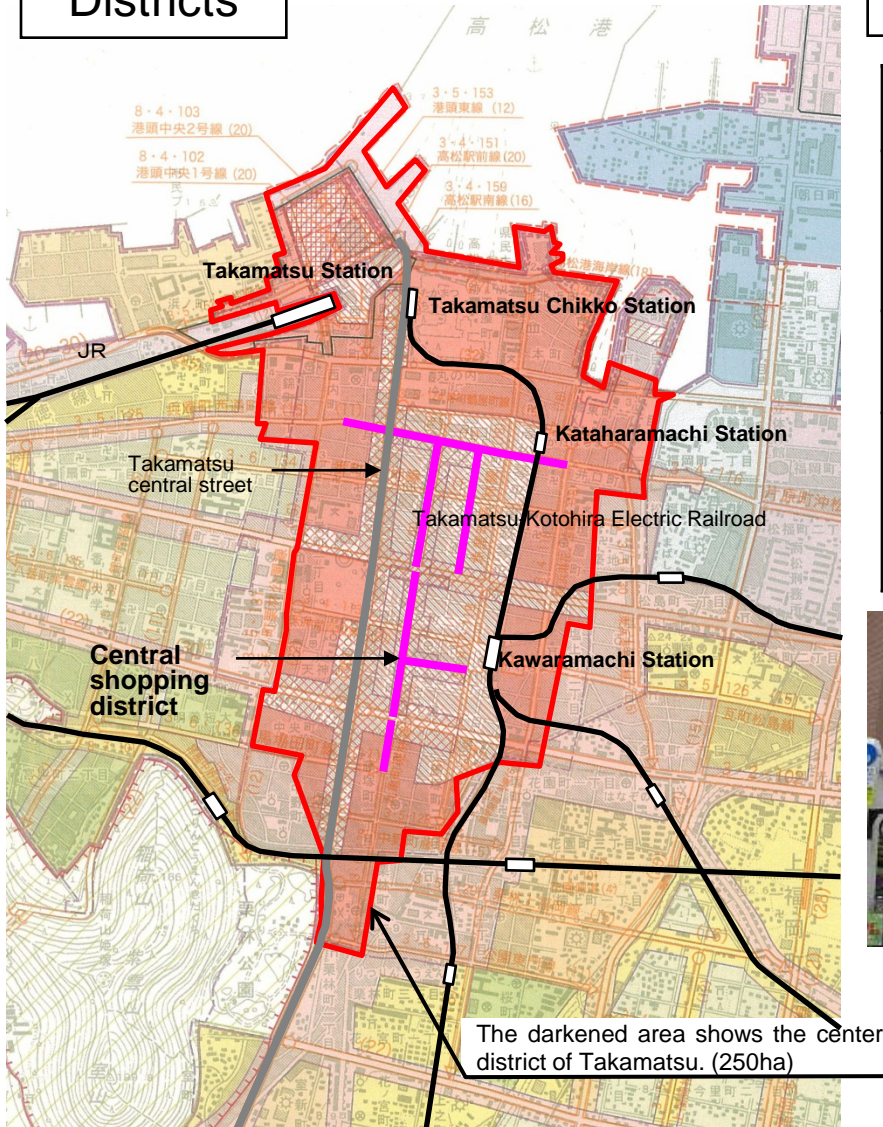
Public service to be maintained or improved due to stable tax revenue

Sustainable community

By pursuing a compact city, we can make the place crowded with people, eventually paving the foundation for future prosperity of the community.

Basic plan to revitalize the center district of Takamatsu City

Districts



Efforts that have been made so far

Name of revitalization plan	Basic plan to revitalize the center district of Takamatsu City
Year when the plan was crafted /Year when the plan was to be implemented	2007/ 2012
Concept	Aimed at making a center district a place where people feel like getting together and moving about
Basic policies	<ul style="list-style-type: none"> (1) Making the district a place where advanced commercial and other services are offered (2) Making the district a place where people feel like moving about (3) Increasing the residential population



District A in Marugamemachi



District G in Marugamemachi

Efforts to build a beautiful community

Ordinance aimed at making Takamatsu City a beautiful community

Basic plan to make Takamatsu City a beautiful community

Fiscal 2011

Compilation of landscaping plan for Takamatsu City

- Designation of area subject to landscaping plan
- Policy on favorable landscaping
- Matters concerning rules limiting certain conducts
 - Matters concerning entire area of Takamatsu City
 - Matters concerning particular districts of Takamatsu City
- Basic matters concerning outdoor advertisements

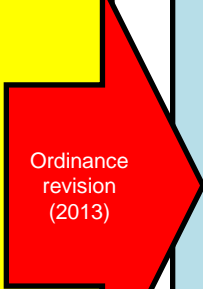


ordinance on urban landscape

Fiscal 2012

Consideration of matters concerning rules limiting certain outdoor advertisements

- Designs, shapes, and colors of outdoor advertisements
- Efforts to reduce advertisement violations



ordinance on outdoor advertisements

Other projects

- Promotion of green projects (plans to turf parks)



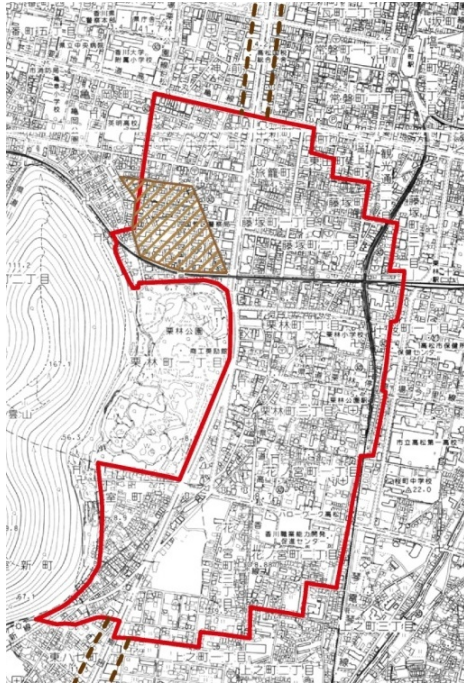
- Promotion of environmental cleaning (simultaneous cleaning, such as of Chuo-dori)



- Designation of areas where smoking is prohibited



Landscaping plan in Takamatsu City (around Ritsurin Garden)



■ Landscaping policy

The view from Ritsurin Garden will be taken into consideration in the landscaping policy, with the aim of making the historical area full of green.

■ Landscaping points to be considered

(1) Measures are **recommended** for objects affecting the view from scenic points of Ritsurin Garden.

(2) Outdoor advertisements in the vicinity of Ritsurin Garden are subject to regulation. **(An ordinance regulating outdoor advertisements is applied)**



II Promotion of a creative city

Industry

commerce and industry,
manufacturing, agriculture,
forestry and fishery

Culture and Arts

Tourism

Sports

International Exchange, Inter-city Exchange

Creative city
Takamatsu

Creative City Promotion Bureau

Tourism resources and sightseeing spots



Yashima



Ritsurin Garden



Megijima



Site of Takamatsu Castle



Seto Inland Sea

Many islands seen in the Seto Inland Sea

Traditional art crafts

Pine tree bonsai

An internationally renowned bonsai-producing area, commanding an 80 percent market share in Japan



Aji Stone

- The hardest and most expensive granite
- Stone-processing technology known to be highly skilled
- Isamu Noguchi and Masayuki Nagare set up their studios in Takamatsu City



Kagawa lacquerware

- Traditional craftwork handed down from the Edo Era
- Sophisticated lacquerware techniques passed down, including Kinma and Zonsei

Regionally-sponsored top sports teams



Kamatamare Sanuki
(Japan Football League)



Kagawa Icefellows
(J Ice West League)



Takamatsu Five Arrows
(Professional Basketball Japan League)



Kagawa Olive Guyners
(Shikoku Island League plus)



Arts and culture events

Setouchi Triennale

The theme of the Triennale: "Restoration of the Sea"
The Triennale blends the folk customs, entertainment, festivals, and regional characteristics that have transcended the ages with the art, architecture, and drama that evoke the feeling of our contemporary times. It is a project that conveys the charms of the Seto Inland Sea to the world.



Opening ceremony of Setouchi Triennale 2013 Ogijima Community Hall ("Ogijima's Soul")

Takamatsu International Piano Competition

"Beautifully Abandoned"
by Leandro Erlich

An international artistic event held in Takamatsu once every four years to help establish a new music culture in Kagawa by enabling young musicians to come in contact with globally renowned musicians, and also to help them work toward their dream and goals



Arts and cultural activities on the street



Marugamemachi shopping street



Bossa Takamatsu



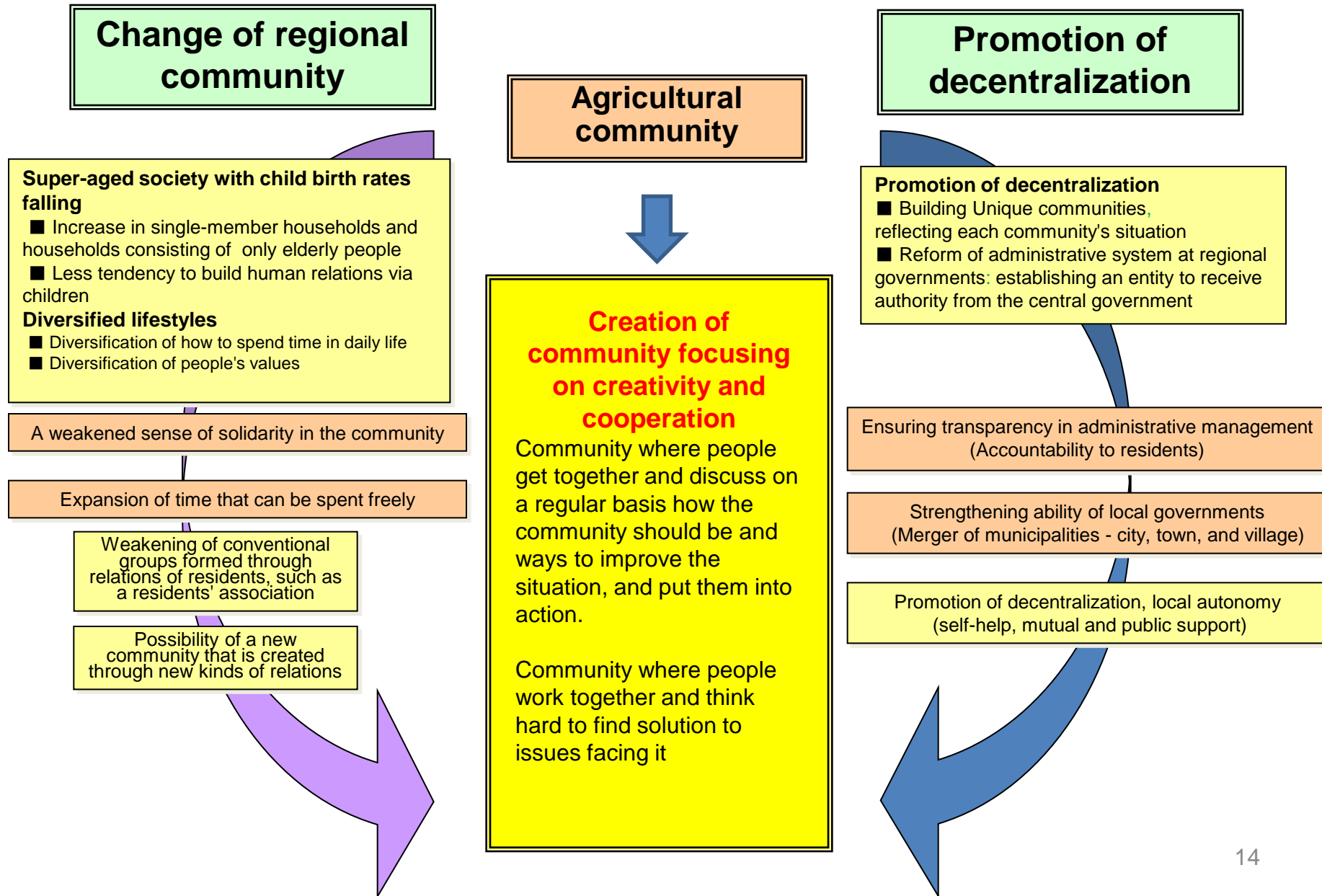
Takamatsu Daidogei Festa
(street performance festival)



Music-to-street festival in Takamatsu

III Revival of community

■ Necessity of regional community



Activities of regional community councils

Community-building activity

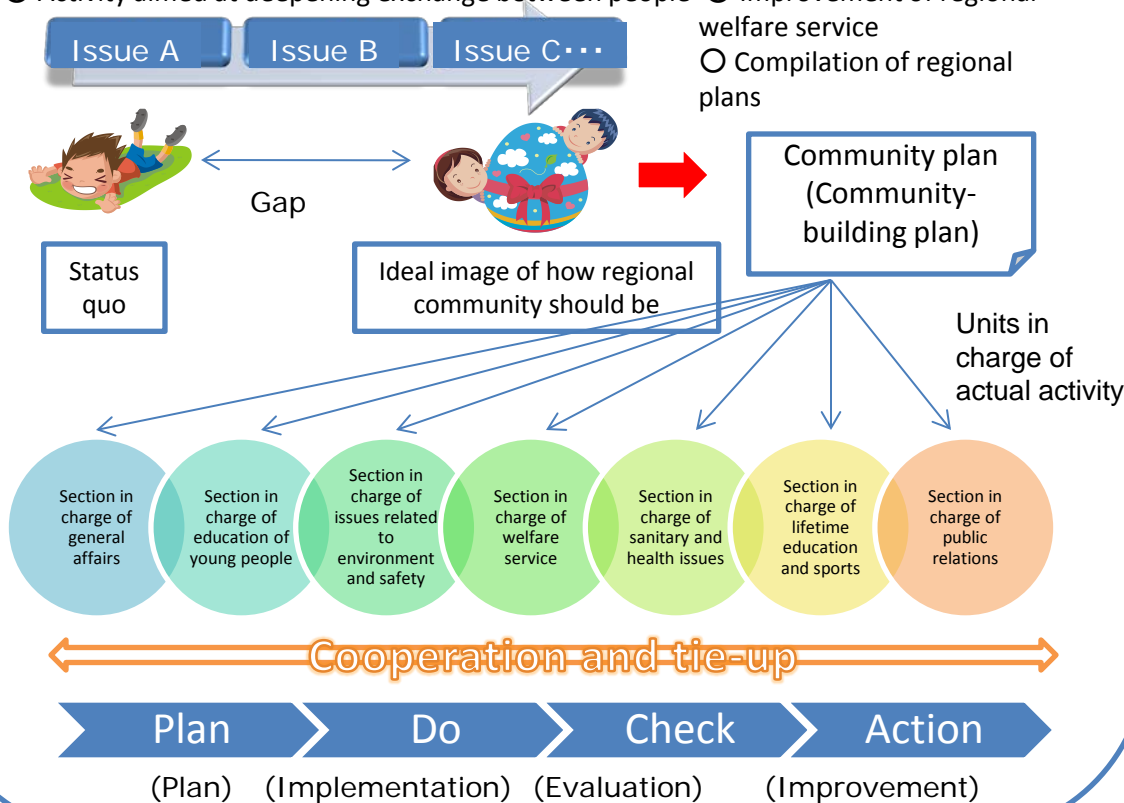
Council focusing on improving people's livelihood

Council focusing on solving issues

Management and operation of community centers

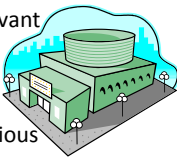
Independent operation under the designated management company system

- Cultural activity
- Sports activity
- Activity aimed at deepening exchange between people
- Response measures to disasters
- Building of safe, carefree community
- Improvement of regional welfare service
- Compilation of regional plans



[Management and operation of community centers]

- Management and operation of community centers
 - Management of facilities, minor repair and maintenance work
 - Clerical work on use of the centers by residents: permit and cancellation issued in response to applications filed)
 - Collection of usage fees
 - Data compilation and reporting concerning use of the centers
- Promotion of independence of regional communities and their activities
 - Support in planning and implementation of various community center projects
 - Devising and review of community plans, and support in promoting these plans
 - Collection and dissemination of relevant information
- Promotion of lifetime education
 - Planning and implementation of various educational seminars
 - Support of various clubs and groups
 - Planning and implementation of various events
 - Clerical work at branch offices of public library
- Liaison and coordination between local communities and local government (liaison contact)
- Clerical work necessary for community center operations



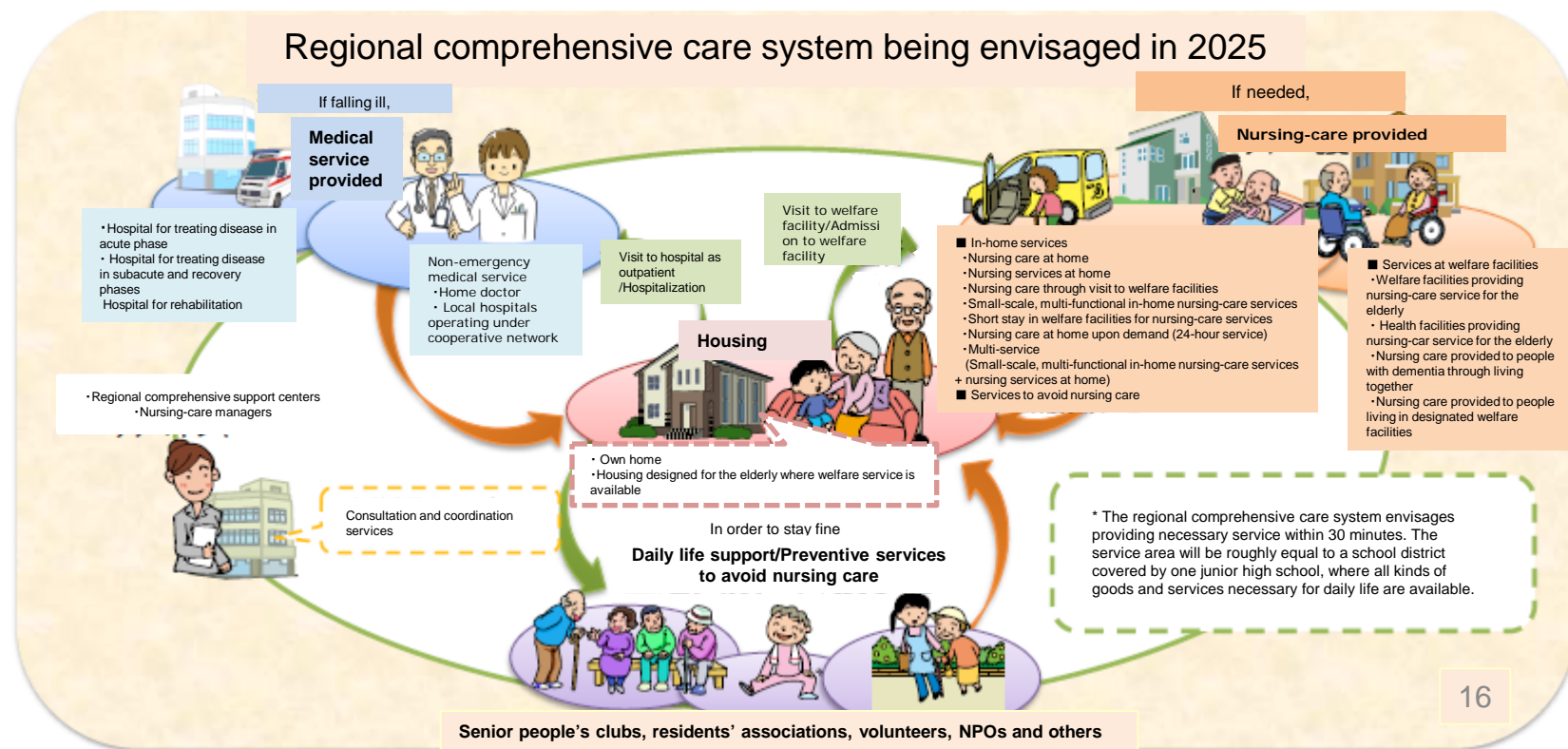
IV Establishment of a regional care system

Future image of nursing care (regional comprehensive care system)

○ The proposed care system would provide support to patients needing welfare care in the fields of housing, medical service, nursing care, disease prevention, and daily life in an integrated manner. The system would enable patients who are entirely dependent on nursing care to keep the quality of life until the end while staying in their hometowns.

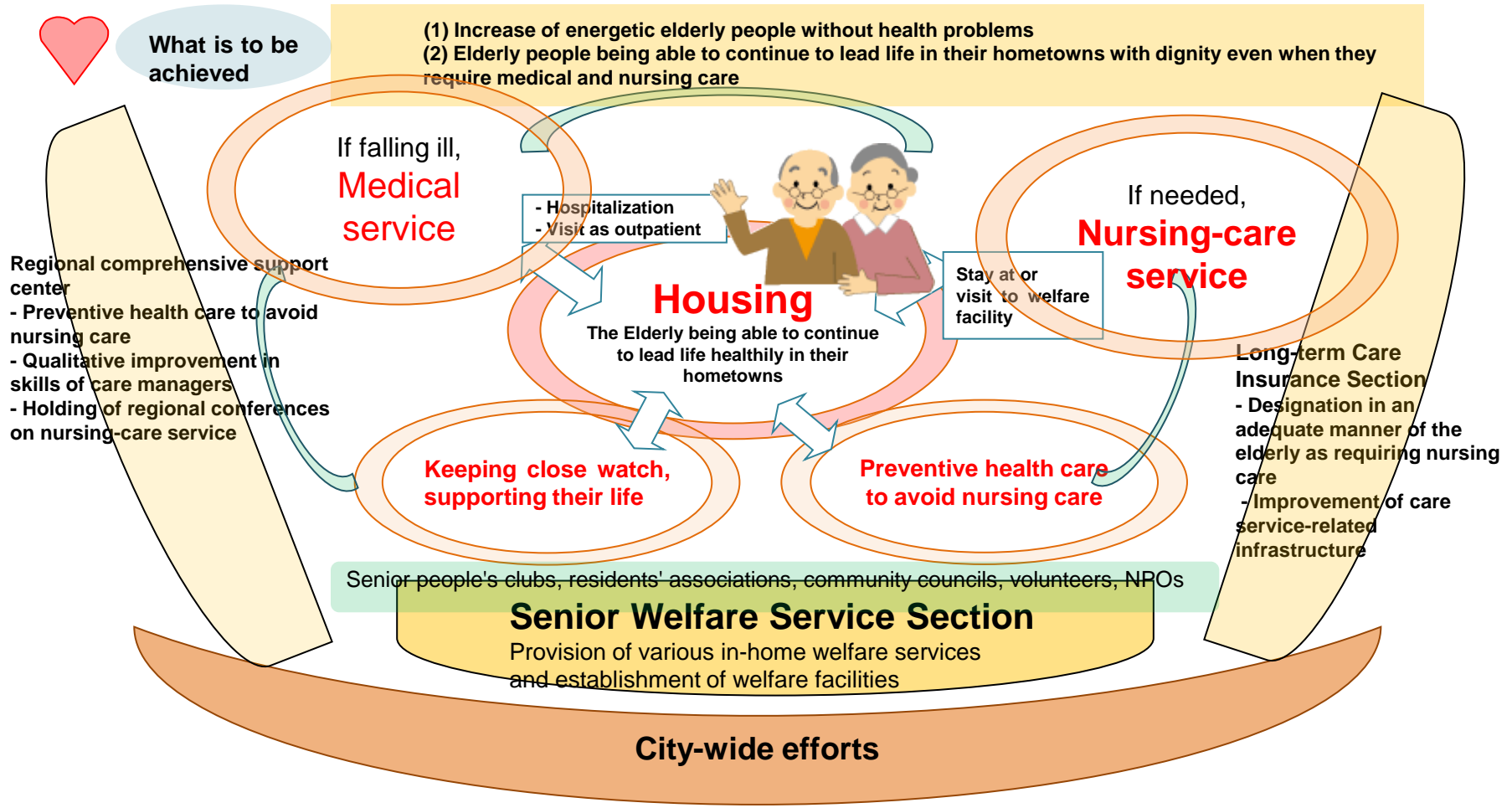
○ The pace of aging is significantly different from one municipality to others. In urban areas, population of people aged 75 or older is generally surging with total population leveling off. In rural areas, population of people aged at least 75 is rising moderately but overall population is falling.

Prefectures, cities, towns, and villages are insuring parties that are supposed to provide care service under the proposed regional comprehensive care system. These municipalities need to craft the care system while respecting regional independence and leadership, and reflecting regional characteristics.



Visual concept of how a regional comprehensive care system is to be established in Takamatsu City

A seamless flow of various support measures provided to elderly people according to their life stages



An aerial photograph of a coastal city. In the foreground, there is a dense forest of green trees. Several traditional Japanese buildings with dark tiled roofs are visible, including a prominent multi-tiered pagoda on the right. In the middle ground, a cluster of modern buildings stands out, including a tall yellow and white skyscraper and a large white curved building with a glass facade. To the right, a harbor area features a pier with a large white ferry and other smaller boats. The background shows a wide expanse of blue water and distant mountains under a bright blue sky with scattered white clouds.

Thank you for listening.