

Urban Renaissance Agency

U R

Urban  
Renaissance  
Agency

Edo Komon is a series of traditional Japanese patterns



**Ōgi mon-yō**

A pattern using motifs of an open fan. Also called "Senmenmon". Its spreading-out shape represents an auspice of development and prosperity.



**Shippō mon-yō**

An auspicious pattern of an infinite link of circles that represent hope for a well-rounded, harmonious, good-fated life.



**Uroko mon-yō**

The uroko (fish scale) pattern is associated with the image of snakes and butterflies that shed the old skin as well as the evil spirits to be born again. In the Edo period, it was considered a pattern that protected people from bad luck.



**Matsu mon-yō**

Matsu (pine) trees have the vitality to survive any poor soil waiting for a long time to sprout. The trees also have the longevity of a thousand years. These traits made people believe that the trees bring good fortune and are the symbol of good luck.





## Designing cities where people can shine

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Urban Renaissance Agency (UR) is a semi-governmental organization originally established in 1955 as Japan Housing Corporation to address urban and housing agendas in Japan. Taking advantage of such position and our extensive experiences in projects, we have worked closely with governmental and private sectors, steadily implementing a wide variety of projects.

UR has led large-scale, quality urban development and housing projects at the forefront, and has also made significant contributions to institutional designs and technological growth. We continue to extend a major influence in the field of urban development in Japan.

And now, we are eager to support designing and realizing “a city where people can shine” in your country - which is our fundamental mission.



# We are UR JAPAN



# Greetings

The post-war Japan has achieved a significant economic growth while tackling and finding solutions to various challenges. Since our predecessor Japan Housing Corporation was established in 1955, Urban Renaissance Agency has for over 60 years tackled challenges regarding housing and cities that change with the times, as a policy implementation agency of Japan.

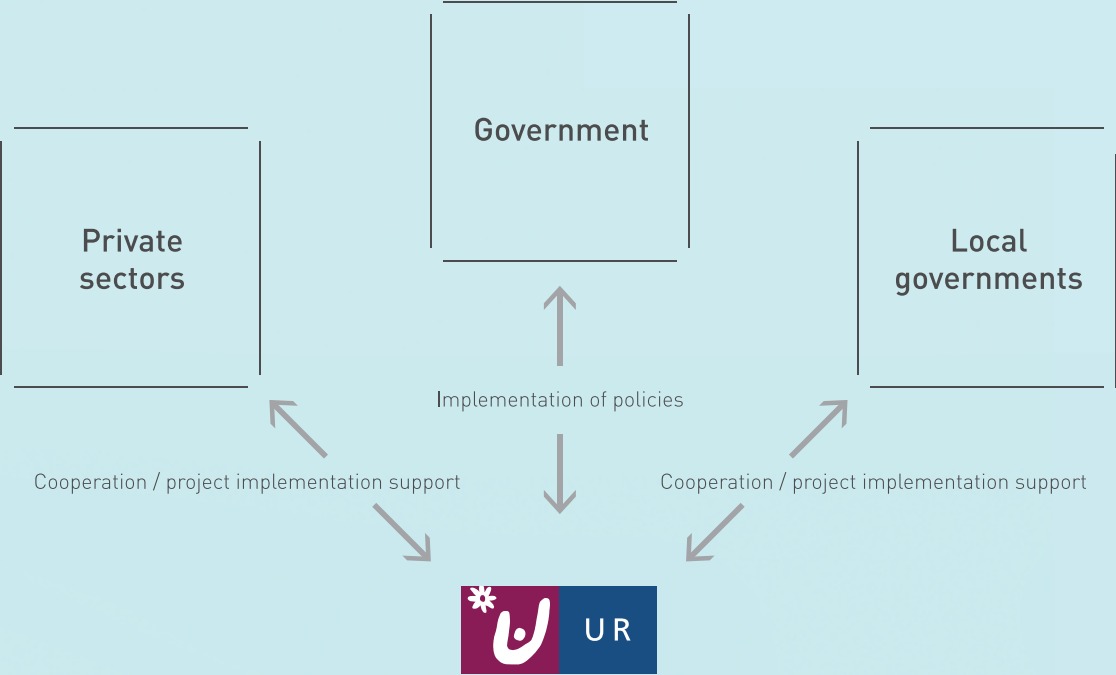
We have worked closely with local governments and private sectors and served an important role especially in terms of providing quality housing, improvement of residential environment, enhancement of global competitiveness, implementation of urban revitalization projects that have political significance such as the improvement of built-up areas such as densely built blocks, extensive area development through new town projects, as well as the support for the restoration from the Great East Japan Earthquake in 2011.

We believe that our know-hows which we have developed in our long history will contribute strongly to solving urban problems overseas. We join forces with governmental agencies and private sectors to assist you in producing a sustainable city where people can shine.

Masahiro Nakajima  
President



# Current Business Overview



## Urban Renaissance Agency

### Urban Redevelopment

Implementation of urban redevelopment projects of great political significance, under cooperation with local governments and private sectors.

### Rental Housing Management

Planning, designing, construction, maintenance/management, repair, renovation, etc., with regards to approx. 730 thousand rental housing accommodations.

### Post-Disaster Redevelopment

Residential area preparations, housing constructions, support for affected municipalities etc., for a rapid reconstruction of disaster-afflicted areas.

### International Business

Researches, coordination, technical assistance for sustainable urban developments across the world.

### Project Management

Project promotion and technical assistance such as ordering civil / architectural design and construction work on behalf of local governments, right holders, etc.

### Project Coordination

Consensus building among parties concerned and business promotion by taking advantage of its fair and neutral standpoint as public agency.

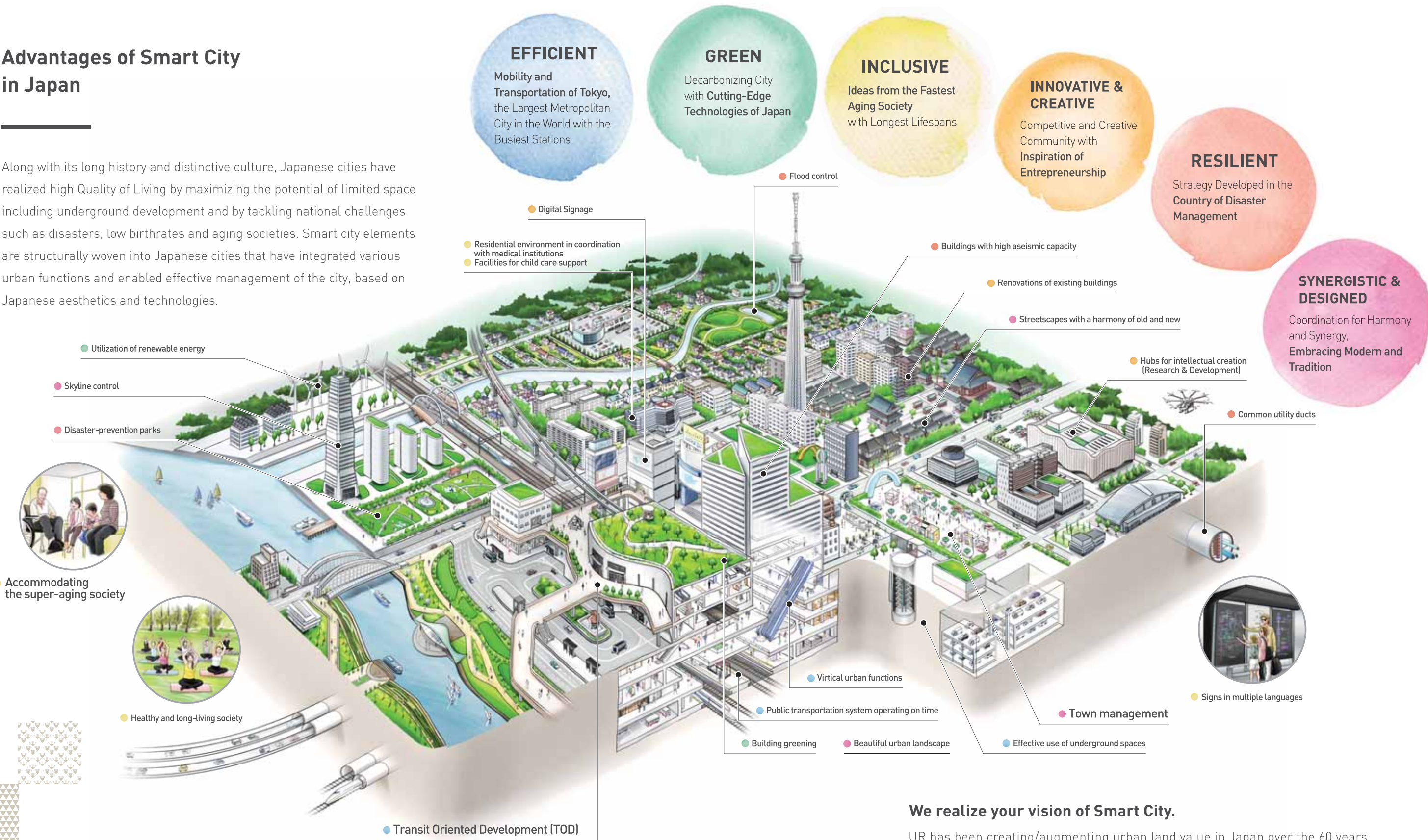
### Town Management

Assistance in various phases of urban development from upper level plans such as masterplans to area management.



# Advantages of Smart City in Japan

Along with its long history and distinctive culture, Japanese cities have realized high Quality of Living by maximizing the potential of limited space including underground development and by tackling national challenges such as disasters, low birthrates and aging societies. Smart city elements are structurally woven into Japanese cities that have integrated various urban functions and enabled effective management of the city, based on Japanese aesthetics and technologies.



## We realize your vision of Smart City.

UR has been creating/augmenting urban land value in Japan over the 60 years, leveraging its expertise of land readjustment, town/city management, and various development methods. We will take advantage of our vast experiences accumulated in order to help you realize a high-level and sustainable smart city. We will support you to realize the city you envision by coordinating with your governmental and private sectors to assist the implementation of development projects while proposing solutions to intricate challenges of the city, combining every solution provided by Japanese partners.

# SMART CITIES

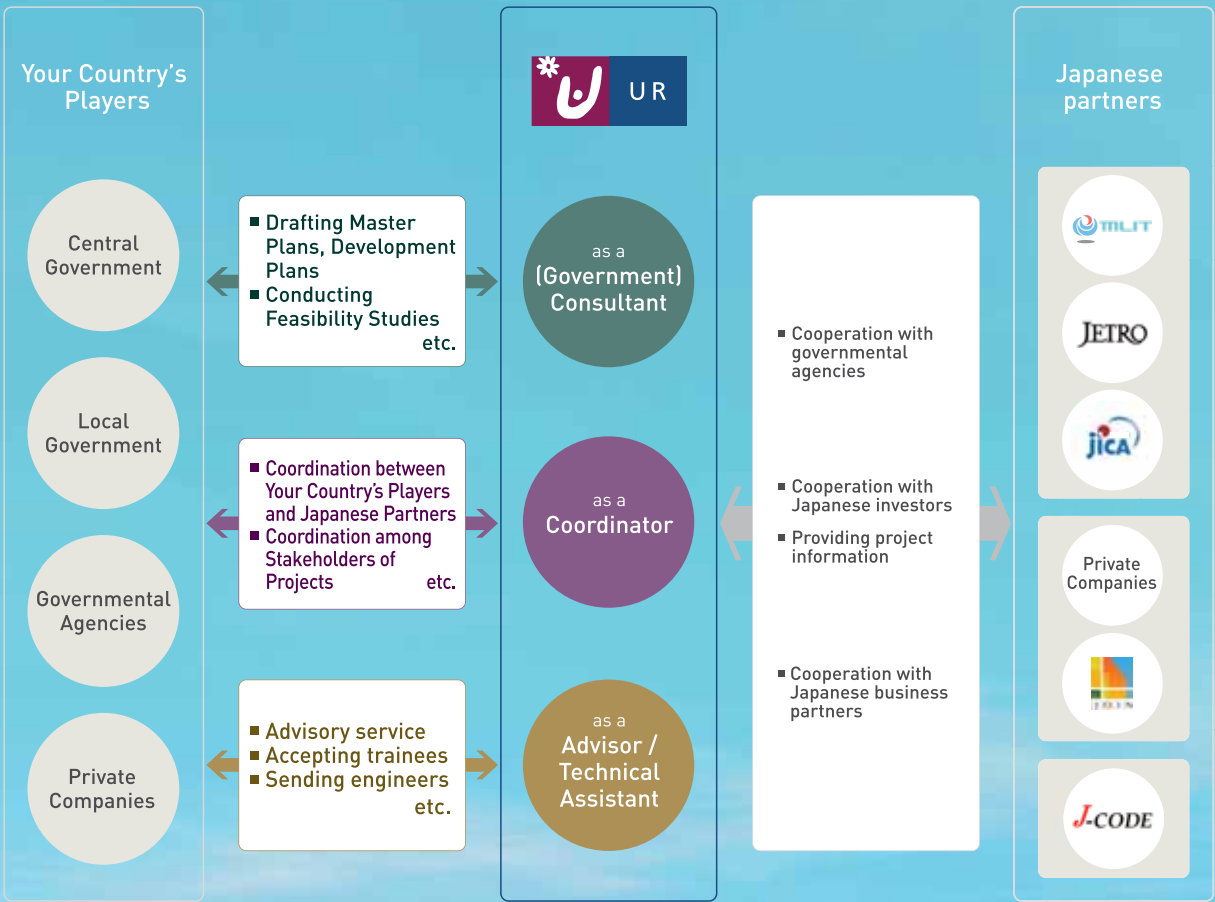


# What UR can do in your country

— Promoter of Large-scale Urban development —

UR bridges your country's players and Japanese partners, to coordinate and realize sustainable urban development.

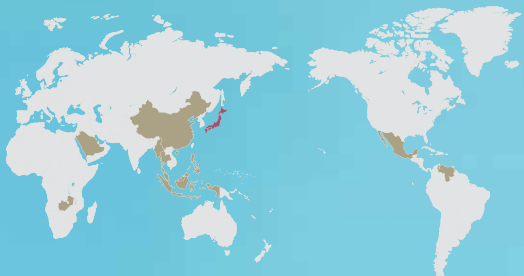
## Structure image of cooperation provided by UR



## Past efforts on overseas cooperation

### ■ Dispatchment of technology specialists through JICA (Japan International Cooperation Agency) programs

Since 1979, we have assisted institutional designs and urban development through dispatchment of UR engineers as specialists in fields such as land readjustment projects, urban planning, disaster prevention, etc.

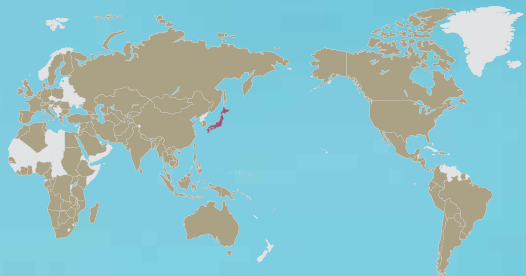


Dispatchment of Specialists since 1979

31 countries  
302 specialists  
(As of Nov. 2018)

### ■ Acceptance of trainees / visitors

At the requests of countries from around the world, UR accepts trainings with regards to the know-hows of urban development we have accumulated over the years, as well as visitations to our project sites.



Acceptance of foreign trainees, visitors since 1998


121 countries/regions  
12,838 persons  
(As of Nov. 2018)

### ■ Building relationships with foreign government-affiliated agencies / participation in international forums

We seek to build relationships with foreign government-affiliated agencies to establish cooperative ties in order for constructions of sustainable cities, as well as promote our agency through participations in international forums and other exhibitions.

### ■ Operation of secretariat of J-CODE (Japan Conference on Overseas Development of Eco-Cities)

As secretariat of J-CODE, a consortium mainly of Japanese companies established to create sustainable cities by taking advantage of Japanese technology and experiences, we support overseas business development projects of Japanese companies by working together with Ministry of Land, Infrastructure, Transport and Tourism.



**J-CODE** Japan Conference on Overseas Development of Eco-Cities

Main Purpose: To form Team Japan mainly with Japanese private sectors and contribute to the promotion of an eco-city style urban development.

Number of members: Approx. 60 Private Companies

### ■ Research services

We are entrusted research services with regards to international business development by Japanese companies.



## History of UR





# Achievements / Case Examples

UR has played a major role in urban development and housing provision in Japan for over 60 years.

## Achievements



**Roles of UR** UR has served a variety of roles in each sector.

**Project coordination**  
 Taking advantage of our standpoint as a public agency, we have stood between various project stakeholders to pursue the projects.

**Environmental symbiosis**  
 For the development of sustainable cities, we have made efforts for the symbiosis with nature as well as the reduction of the effects on the environment.

**Enhancement of disaster-prevention functions**  
 We have conducted urban developments prepared for disasters and enhanced disaster-prevention functions of cities.

**Land acquisition**  
 By acquiring the land and bearing the initial risks of the business, UR has attracted private sectors into business participation.

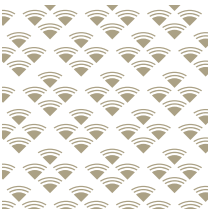
**Infrastructure development**  
 We have appropriately facilitated infrastructures such as roads and water and sewerage systems that form the basis of people's lives.

**Area management / community support**  
 Our support does not end with the completion of development. We have also offered non-hardware assistance that contributed to value improvement of post-development cities.

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# Massive supply of quality housing

Tama New Town



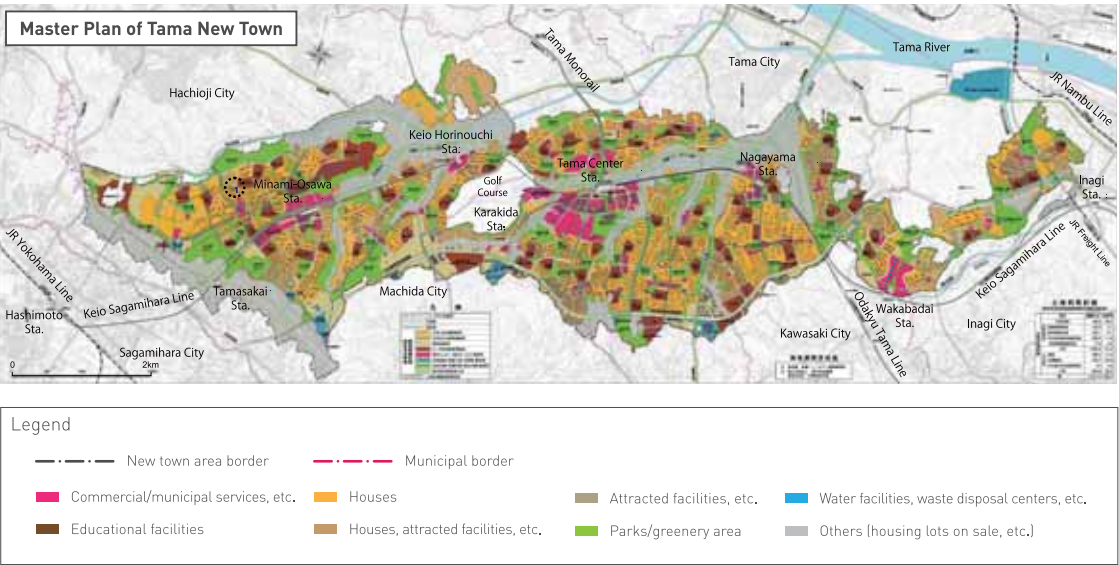
Tsurumaki and Ochiai districts, Tama New Town

Tama New Town, the construction of one of the largest (approx. 2,900ha) new town development projects in Japan, was launched in 1965. The project was launched in the Tama area, about 20-30km from the heart of Tokyo, aiming to form a designed urban housing area and a mass supply of quality housing, in order to solve the lack of housing and urban sprawl which became a serious issue in Tokyo due to the over-concentration of population and industries in the city during the period of rapid economic growth. UR contributed in instituting the masterplan, implementing the extensive area development project of approx. 1,400ha, and supplying housing etc.. Today the town has grown into a city of approx. 90,000 households and a population of approx. 220,000.

Locations : Inagi City, Tama City, Hachioji City and Machida City, Tokyo      Site area : Approx. 2,900ha



One of the leafy rental housing complexes constructed and managed by UR [Nagayama Housing Complex, 3,253 housing units]



Project coordination



Environmental symbiosis



Land acquisition



Infrastructure development



**Japan**  
Townscape Award 2001 [Category: Beautiful Streetscape] (Live Nagaiki District)  
Townscape Award 1999 [Category: Townscape Planning Case Example [District Level] (Karakida District)  
Townscape Award 1995 [Category: Best 100 Townscapes] (Fine Hill Inagi Koyodai district)  
The 15th Green City Award 1995 [Category: Community Greening [Minister of Construction Award]] (Live Nagaiki Saseragi Plan)  
Japan Institute of Landscape Architecture (JILA) Award 1993 [Category: Special Prize] (B3 district)  
Japan Institute of Landscape Architecture (JILA) Award 1985 [Category: Research & Planning] (Tsurumaki & Ochiai districts)





An aerial photograph of a city, likely Tokyo, showing a large stadium under construction in the foreground. The stadium has a distinctive, curved, and somewhat irregular shape. It is surrounded by various urban buildings, including a tall, modern skyscraper to the left. A major highway or expressway runs diagonally across the middle of the image. The background shows a dense urban landscape with many smaller buildings and green spaces. The overall scene depicts a major urban development project in a densely populated area.

[illegible]

## Awards

An aerial photograph showing a city with a river, green spaces, and urban development. The river flows through the city, and there are several large green areas, possibly parks or sports fields. The urban area is dense with buildings and roads.

Headrace gate OPEN

Water impounded in reservoir  
Maximum water depth: 5.0m

Drainage gate CLOSE

Moto-Arakawa River

Reservoir

Nakagawa River



Project coordination

## Awards

**World**  
The LivCom Awards 2009, Environmentally Sustainable Projects  
(Category: Built - Gold Award)

Japan  
 Townscape Award 2016 (Category: Urban Space)  
 Japan Construction Engineers' Association (JCEA) Award 2014 (Category: River)  
 Best 100 Corporate Greenery Leading to Protection of Biodiversity 2014



Project coordination

Environmental  
symbiosis

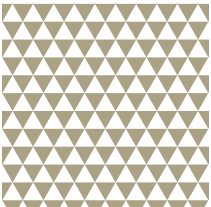
Enhancement of disaster-prevention

Land acquisition



Infrastructure development





Strategic redevelopment of  
Tokyo CBD

Otemachi District Urban Redevelopment Project



Business people out on Otemachi Nakadori Ave.



Otemachi Riverside Promenade with lush greenery.  
As part of area management, a private sector manages this public street.

In the Otemachi area, the core of Japan's economy with a forest of headquarter buildings of major companies in international finance, information-communication, and media etc., this chain of urban redevelopment projects saw a continual rebuilding of decrepit buildings without interrupting business activities, and the restructuring of Otemachi as a strategic hub of global business. In conjunction with the redevelopment of office buildings, public spaces valuable to the heart of Tokyo were created, such as the pedestrian path along the Nihonbashi river and the rows of zelkova trees in the center of the district. UR played the roles in the overall project planning, the formation of consensus among land owners, and the implementation of land readjustment.

Locations : Chiyoda-ku and Chuo-ku, Tokyo  
Site area : Approx. 17.4ha



Project  
coordination



Enhancement of  
disaster-prevention  
functions



Land  
acquisition



Infrastructure  
development



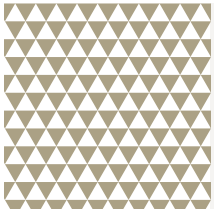
Area management /  
community support



Japan  
JCEA Award 2014 [Category: City]







# New Metropolitan Area Development

## Minato Mirai 21 District Urban Redevelopment Project

In the Yokohama area, the urban functions had been divided into two due to the piers and shipbuilding yards that saw their peak during the period of rapid economic growth. To solve the problem, the waterfront urban redevelopment project of a total of approx. 186ha was launched by clearing the old facilities and reclaiming land to build a new and international community with consolidated and enhanced urban functions on the site.

Locations : Yokohama City, Kanagawa  
Site area : Approx. 186ha

In conjunction with the development, a new railway line was built and various rules were made to design the skyline of the entire city, and to implement a lighting plan conscious of the scenery created by the lights, all contributing to the enhancement of the city value. UR undertook the implementation of approx. 102ha of the land readjustment project, enhancement of disaster prevention functions, and the coordination of right holders.



Project coordination



Enhancement of disaster-prevention functions



Land acquisition



Infrastructure development



Awards

Japan  
JCEA Award 2011 (Category: City)  
Townscape Award 1997 (Category: Best 100 Townscapes)



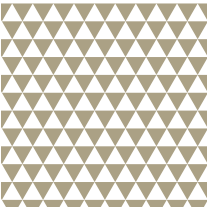
Grand Mall Park, center of the business district



The station entrance gate in the 3rd basement is directly connected to the aboveground complex with escalators.







Midtown-type transit-oriented development

Umekita District Urban Redevelopment Project



Umekita District is an urban redevelopment project targeting the former freight station site of approx. 24ha located in front of Osaka Station, the largest terminal station in western Japan with approx.2.5 million daily commuters. The project aims to form a city of intellectual creativity and high international competitive ability through industry-government-academia city planning. As the coordinator of the entire project, UR assists the compilation of basic plans, maneuvering of developers to realize the so-called “Knowledge Capital”, the home base of intellectual creativity, and a disaster-prevention park as the core of urban disaster prevention, and for the enforcement of town management, as well as the implementation of land readjustment projects.

Locations : Osaka City    Site area : Approx. 24ha



Perspective drawing of Umekita\*

Provided by Umekita Phase 2 development operator



Grand Front Osaka (Umekita Development Phase 1 area) seen from Osaka Station



Town management by private sector



Project coordination



Environmental symbiosis



Enhancement of disaster-prevention functions



Land acquisition



Infrastructure development



Area management / community support





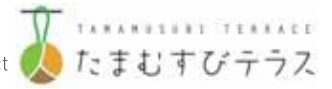
## Formation of a mixed community in conjunction with the rebuilding of the complex

Tamadaira-no-Mori Housing Complex



## Sustainable community development through renovation of existing housing

UR rented out vacant buildings generated from reconstruction projects to private sectors to be renovated into houses that attract various generations.



### ReENT Tamadaira: Housing complex-type shared houses



Private sectors renovated the housing complex into a shared housing style by dividing one three-room-with-kitchen apartment into three rooms, with a newly built lounge and kitchen for shared use.

### AURA243 Tamadaira no Mori: An apartment building with vegetable plots



The renovated apartment targets two-person households of a wide range of generations. Taking advantage of the spacious housing environment, the apartment has vegetable plots for rent and exclusive gardens.

### Yui-Marl Tamadaira no Mori: Housing for elderly and multiple generations



Houses for the elderly with resident staffs. Elevators were installed upon renovation. It also has a dining hall open to other people in the area.

Tamadaira, completed in 1958, is one of the extensive housing complexes run by UR. In order to improve the decrepit houses that no longer meet the contemporary needs, UR embarked on the rebuilding project in 1997. By attracting facilities for the support of the elderly and child care as well as commercial facilities to the empty premises born out of the reorganization of the housing complex, the project aims to maintain and sustain local communities including those around the complex

Locations : Hino City, Tokyo Site area : Approx. 29ha



Project coordination



Environmental symbiosis



Land acquisition



Infrastructure development



Area management / community support



Awards

World  
The LivCom Awards 2008 - Environmentally Sustainable Projects Silver Award (Category: Built)

Japan  
The 23rd BELCA Awards 2013 (Category: Best Renovation)  
Good Design Award 2012  
Best 100 Corporate Greenery Leading to Protection of Biodiversity 2010  
Regional Housing Plan Award 2006  
The 25th Green City Award 2005 (Category: Community Greening)

and promote cross-generation interaction. While retaining the rich greenery in the premises and inheriting the atmosphere of the good old housing complex, the renovation proposes a new way of habitation. UR worked together with the local government and private sectors to proceed with the project and to improve community value.



UR rental housing "Tamadaira no Mori" (1,512 housing units)

## Formation of a community-based health care and welfare center

By attracting medical facilities and daycare centers to the vacant site born from the reconstruction of the housing project, the community turned into a place friendly for a wide range of generations.



Tamadaira no Mori no Byoin (hospital)



Eikou Tamadaira Chuo Hoikuen (nursery)



## Redevelopment of former factory site

Shinonome Canal Court



Photo by Tomio Ohashi



Photo by Tomio Ohashi



Photo by Toshio Kaneko



Photo by Tomio Ohashi

At a former factory site in the Tokyo bay area along the canal, this urban redevelopment project achieved the creation of midtown living with quality design. In an urban space with residential building layouts, landscapes to lighting plans meticulously examined and designed, the project attracted shopping facilities, nurseries and medical institutions to form a city "inclusive" of different lifestyles. UR undertook the coordination of the design of the entire district, consensus making between stakeholders, and the planning, designing, and construction of UR rental housings (1,712 units) located in the center of the district.



Site before the development

Locations : Koto-ku, Tokyo Site area : Approx. 16.4ha



Project  
coordination



Land  
acquisition



Infrastructure  
development



Awards

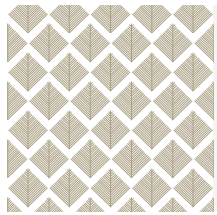
World  
2006 IES Illumination Awards

Japan  
Association of Urban Housing Sciences (UHS) Award 2013  
(Category: Achievements)  
The 47th Annual BCS (Building Constructors Society) Award  
(Category: Special Award) 2006  
Good Design Award 2005  
Good Design Award 2004  
Good Lighting Award 2004 (Category: Excellent Facility)



UR rental housing complex landscapes Photo & Sketch Exhibition competition entries





# Earthquake Disaster Reconstruction

Onagawa Town, Miyagi Prefecture

The outbreak of the Great East Japan Earthquake in 2011 caused an unprecedented level of damage, not only because of the extensive stricken region but also of the immersion as a result of the tsunami. Taking advantage of know-hows of massive urban development, UR formed partnership with Onagawa Town, one of the most

Locations : Onagawa Town, Oshika County, Miyagi Prefecture  
Site area : Approx. 277ha

devastated localities. UR has offered comprehensive support to the reconstruction by undertaking housing relocations to higher grounds, formation of a safer town by elevating the midtown area with embankments, and constructing disaster recovery public houses (6 districts/561 houses).



Project coordination



Enhancement of disaster-prevention functions



Infrastructure development



Area management / community support



Awards

Japan  
Good Design Award 2018 (Category: Urban Space)  
Townscape Award 2018 (Category: Housing)  
JCEA Award 2018 (Category: Housing)  
Good Design Award (Category: Disaster Recovery Design) 2014  
The 48th SDA Award 2014 (won a prize)  
Machinaka Good Design Award 2014 (Category: Jury's Special Recognition)



Downtown Onagawa before the disaster [July 2010]  
Courtesy of Onagawa Town



Downtown Onagawa brought back to life



Downtown Onagawa after the disaster (April 2011)  
Courtesy of Onagawa Town



UR-built disaster recovery public housing (Onagawa Athletic Park Housing)  
Photo by Shinkenchi-Sha





## Redevelopment of densely built areas

East Core Hikifune

At one of the most well-known densely built areas in Tokyo with low-rise wooden buildings, the redevelopment project turned the district into a safe and secure town by addressing improvement of the quality of life of many landowners, and gaining their consensus. Through this project, a new hub for complex housing, child care supporting facilities, roadside shops, and a large-scale commercial complex was formed in a convenient area close to two railway stations, along with infrastructure for disaster prevention capability in terms of roads and squares.

As the coordinator of the project, UR compiled the basic plans, worked on consensus making of the right owners, implemented the redevelopment project, and constructed the buildings.

Locations : Sumida-ku, Tokyo  
Site area : Approx. 2.8ha



Project coordination



Enhancement of disaster-prevention functions



Infrastructure development



Site before the development



Ample walking space secured for streets within the district



Newly developed station front



Collaboration with private sectors



## MUJI x UR Renovation Project

“MUJIxUR Renovation Project” aimed to invent a new standard in rental housing renovation to meet the diversified life styles in Japan today. While making use of various potentials that housing complexes have, the initiative aimed to actualize a novel way of living in rental housing. “Not too much tearing down and not too much building” was the concept of the renovation in order to take advantage of the history of the housing complex and to have many people continue to enjoy comfortable lives in the years to come.



Japan  
Good Design Award 2013  
(Category: Housing and House Fixtures)



Photo by Shinkenchi-sha

イケアと  
URに  
住もう。

## Live in UR with IKEA

“Let’s live in UR with IKEA” is a project which was founded under the common interest of IKEA and UR - “Sustainability”. This project suggests the new way of living to people who continue to live in UR by enabling to enjoy the change of seasons, life styles, and life stages. IKEA coordinated the interior of the apartments by utilizing their furniture and textiles to fit to the location and various family situations.







## UR's Work

**Aiming for a city where people can shine**

UR's development does not simply end when the construction is complete.

To pursue a rich living environment for everyone to lead a comfortable life and to construct a system that cultivates cities full of life are also part of our mission.

We take advantage of our experiences to assist you in developing active communities in your country.

### ■ Project coordination

From the consideration phase through the completion of the project, we coordinate between different standpoints such as municipality, private sectors and right holders, and bring the projects forward.



At a meeting in the designing phase of Shinonome Canal Court

### ■ Land readjustment/Urban redevelopment projects (Implementer)

As the implementer of land readjustment/city block redevelopment projects, we are thoroughly involved from right owner coordination to the actual construction, to contribute to community development throughout Japan



Aerial photo of western Saito district  
(Ibaraki City and Mino City, Osaka : land readjustment project)

### ■ Management/Product planning of rental housing

While we appropriately maintain and manage approx. 730,000 rental housing units under UR's management, we also plan products and enhance living environments to meet the needs of the times, to create new values.



With renovations, we improve the values of adecript houses.



The outer walls are renovated on a planned basis, mostly every 18 years, in order to maintain the functions and aesthetics of the buildings.



Seismic diagnosis and retrofitting of UR rental housing that have been built under the old aseismic standards are underway.



The outdoor environments are also renovated to accommodate changes in the needs to improve living comfort.

### ■ Area management/community support

UR offers support not only in the making of the community but also the nurturing of it.



We opened a hub for community activities, with local information functions.

### ■ Institutional support

■ Research (basic research, masterplan institution support, feasibility study, etc.)

■ Design/construction management

■ Research workshop, organization of symposiums

■ Welfare

etc.



Awards

UR's pioneering developments have enjoyed high acclaim both domestically and internationally, winning a number of awards.

International Awards

9

Prizes

Domestic Awards

295

Prizes

(As of Nov, 2018)

Awards (Partial)

International Awards



**2016 IES Illumination Awards**  
Organizer : IES (Illuminating Engineering Society)  
Award-winning site : Otakanomori Elementary/Junior High Schools  
Otakanomori Center Children's Library



**The LivCom Awards 2009 - Environmentally Sustainable Projects (Category: Built - Gold Award)**  
Organizer : LivCom Awards 2009  
Award-winning site : Koshigaya Laketown



**2007 Green Asia Habitat Award - Architectural Model Construction Prize (Category: Achievements)**  
Organizer : Asian Habitat Society  
Award-winning site : Heart Island Shinden 1Bangai

Domestic Awards



**AIJ Prizes 2017 (Specific Contributions Division)**  
Organizer : Architectural Institute of Japan (AIJ)  
Award-winning site : Renovation for Asaka-Hamazaki residential complex  
Value-up project for Urban Forest Asaka-Hamazaki Danchi

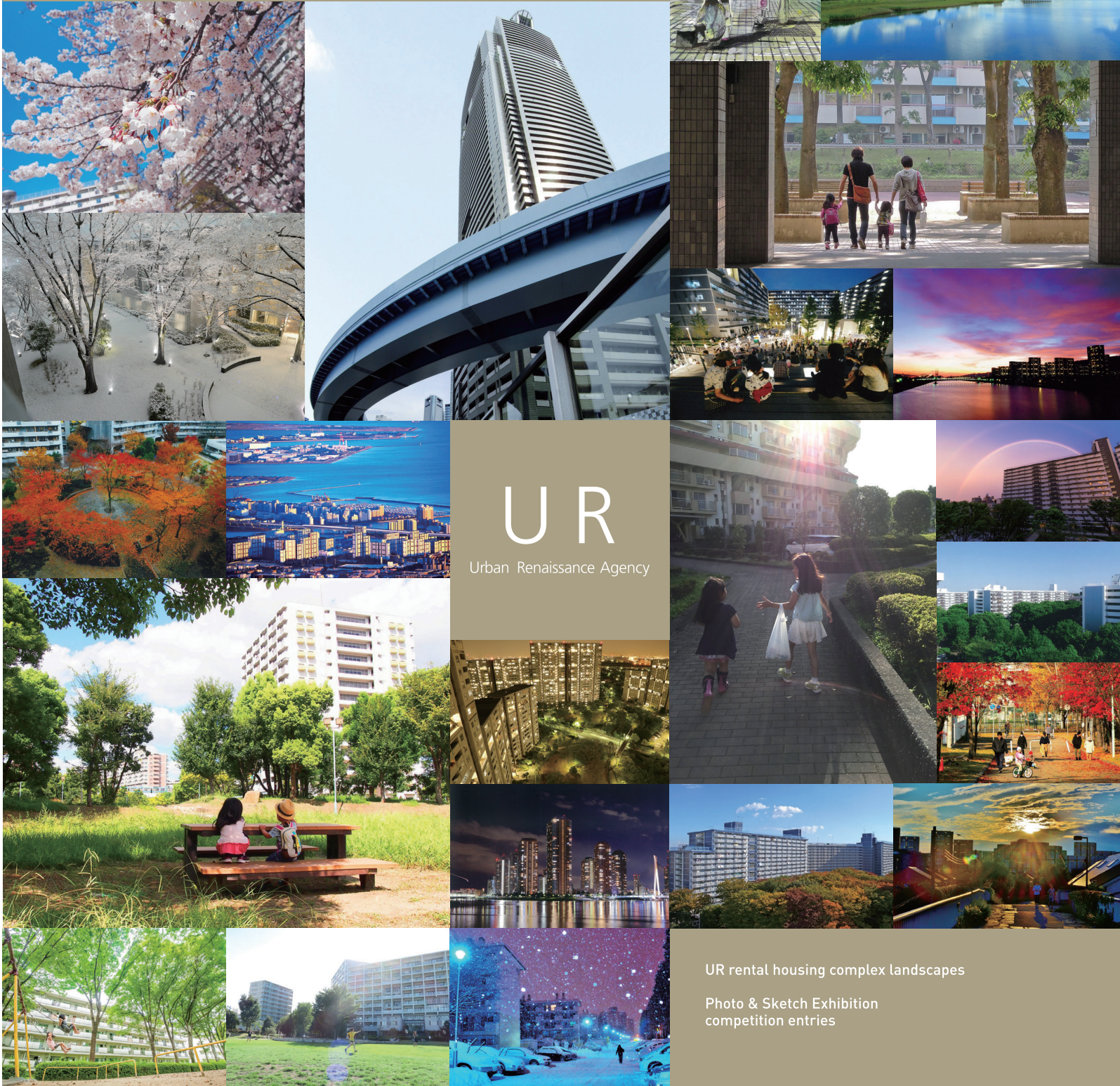


**Good Design Award 2016**  
Organizer : Japan Institute of Design Promotion  
Award-winning site : Rebuilding of a large housing complex (Nouvelle Akabanedai District D)



**JCEA Award (Category: Housing)**  
Organizer : Japan Construction Engineers' Association (JCEA)  
Award-winning site : Formation of disaster recovery public housing in Ogaguchi District, Otsuchi Town, Iwate

Develop beautiful cities in your country



UR  
Urban Renaissance Agency

UR rental housing complex landscapes  
Photo & Sketch Exhibition competition entries