

ASEAN-JAPAN ASCN High Level Meeting

Workshop 2 : Urban Planning and Development

Design Management and Area Management to Create High-Quality Urban Spaces

**8th October, 2019
Kashiwa City**

Kashiwa City Location and Overview

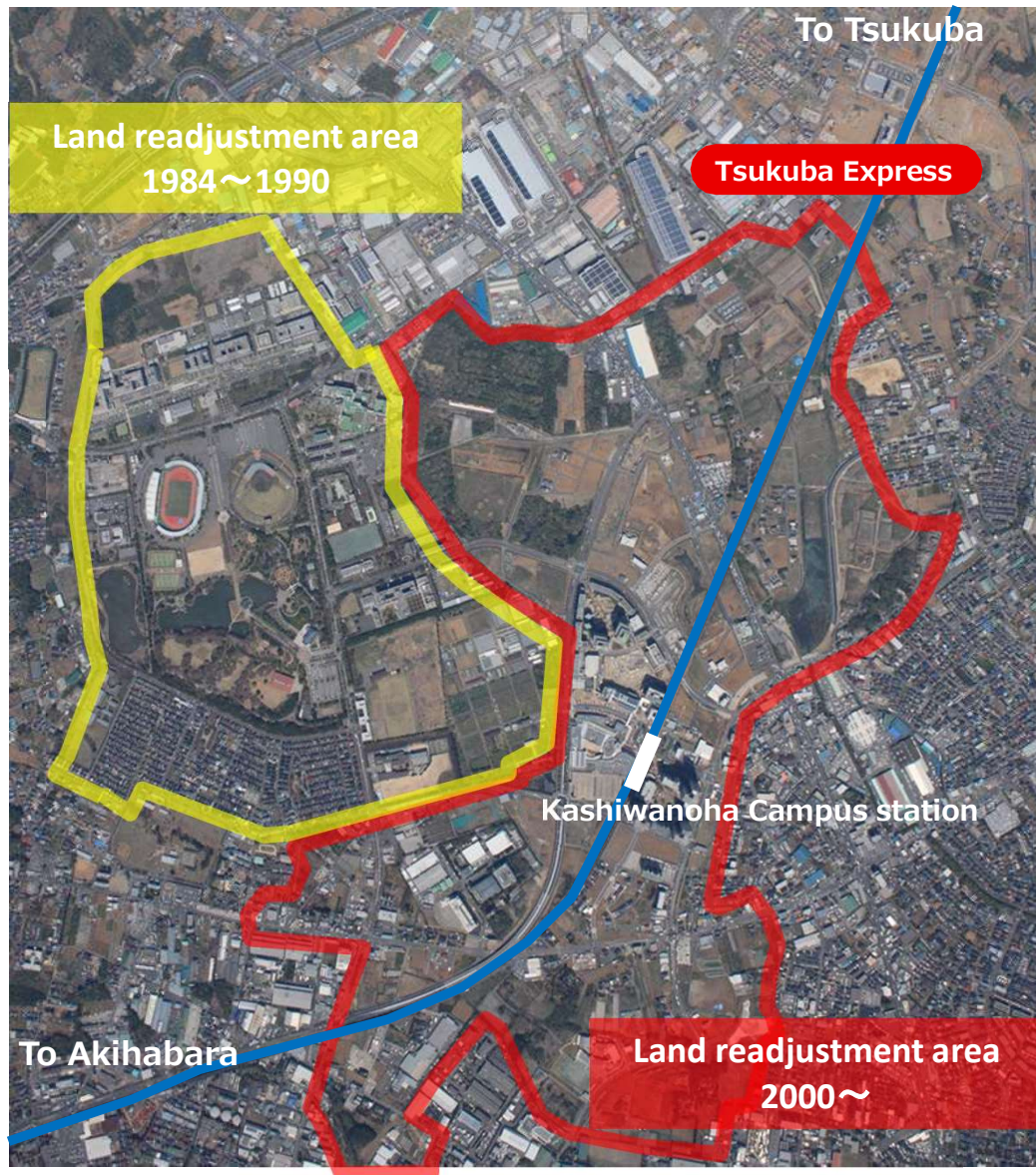
30 km from Tokyo Northern part of Kashiwa City, the core city in the metropolitan area

Tsukuba Express opened in 2005 30 minutes from Akihabara

New urban development progresses along the railway line



About Kashiwa-no-ha Campus Station Area



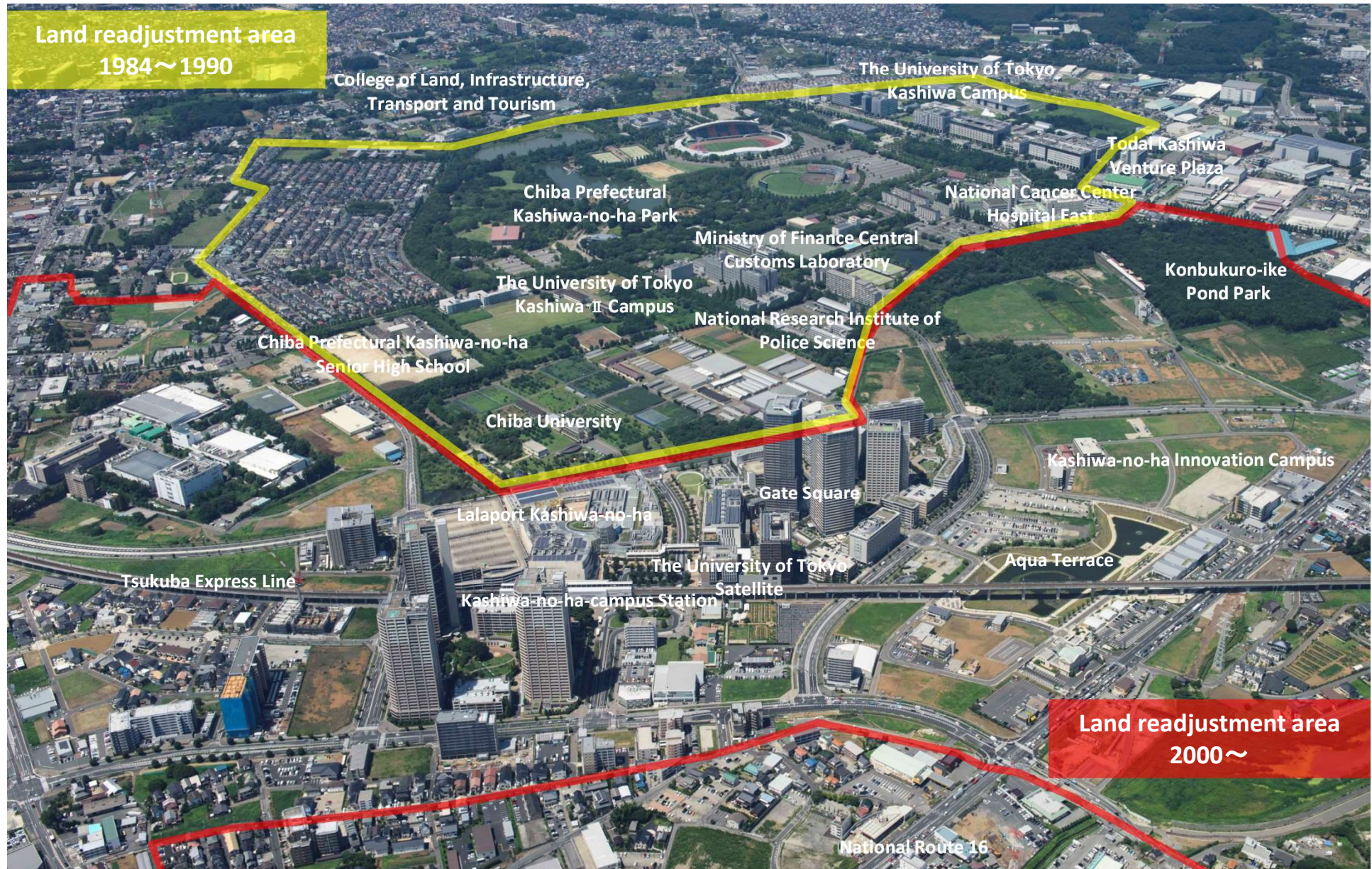
About Kashiwa-no-ha Campus Station Area

Kashiwa-no-ha Campus Area (as of 2004)



About Kashiwa-no-ha Campus Station Area

Kashiwa-no-ha Campus Area (as of 2018)



About Kashiwa-no-ha Campus Station Area

Overview of Kashiwa-no-ha Campus

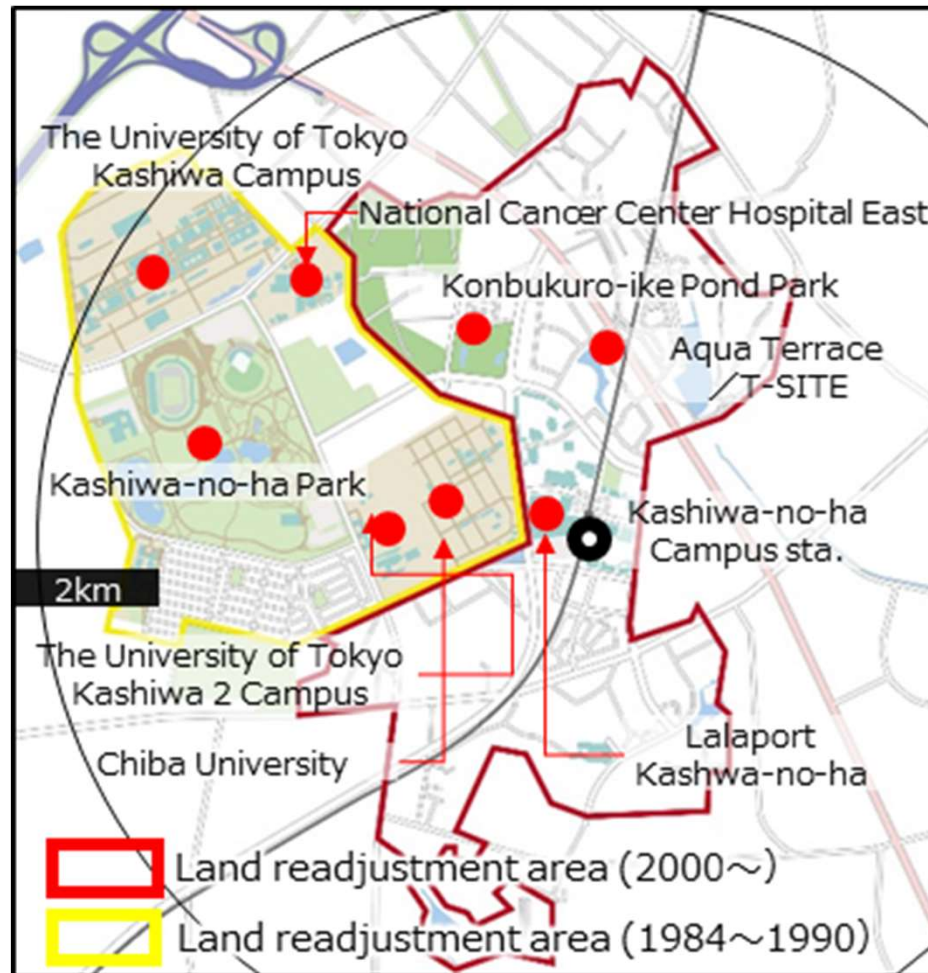


FIG.1 Scope of smart city model business
2km radius around Kashiwa-no-ha Campus Station

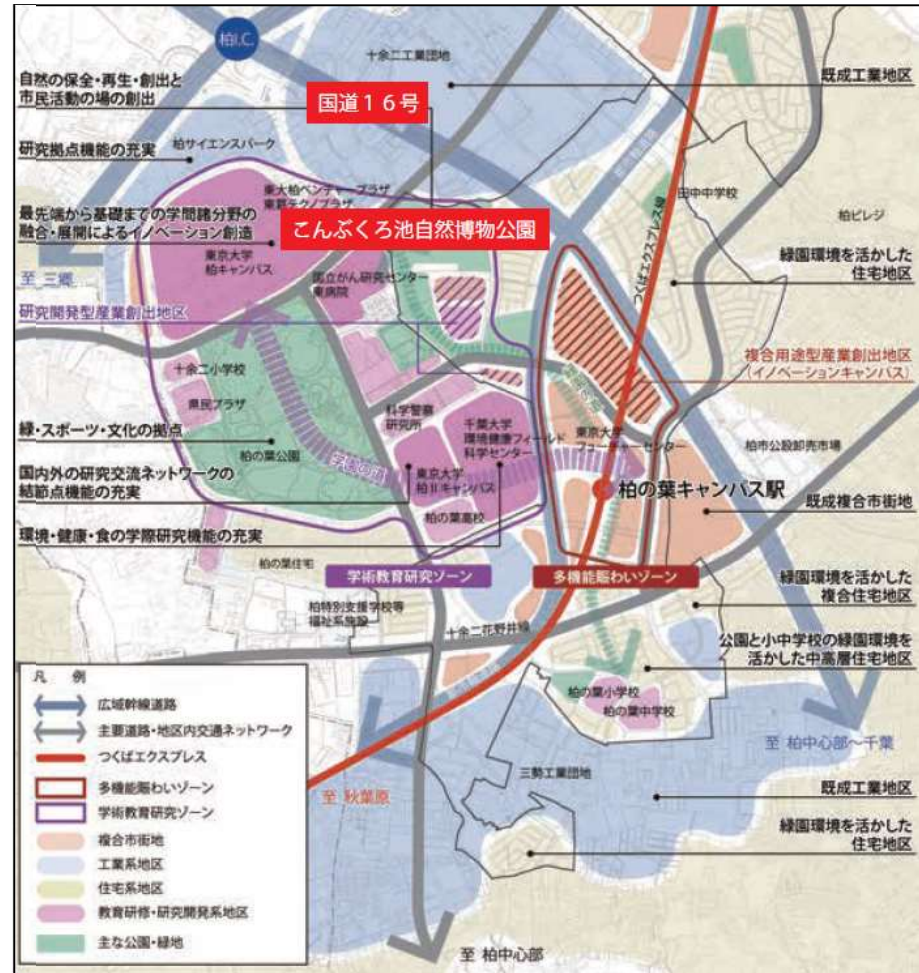


FIG.2 KASHIWA-NO-HA International Campus Town Initiative
Land use policy (draft): Partial excerpt

Kashiwa-no-ha Urban Development Scheme

公
Public
Kashiwa City
Chiba Prefecture



民
Private
Residents
Businesses

学
Academia
The University of Tokyo
Chiba University

In addition to the **Public** sector, which was the main subject in the past, we will make full use of the driving force of the **Private** sector and the advanced knowledge of **Academia** to have a next-generation type town development, that will be a model for solving social issues



To that end, we built a new urban development mechanism and organization in which administration is not centered

Public-Private-Academia Partnerships

Sharing future vision

KASHIWA-NO-HA
International Campus Town Initiative



Joint management of promotion organizations

U D C K
Urban Design Center Kashiwa-no-ha

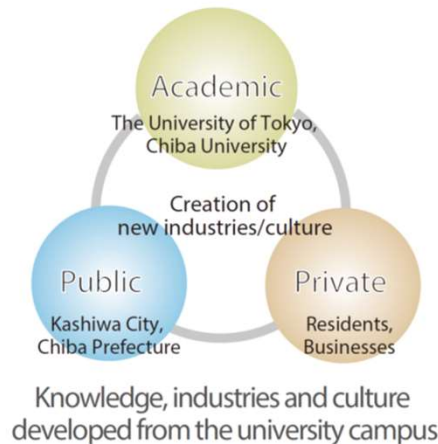
Kashiwa-no-ha Urban Development Concept

KASHIWA-NO-HA International Campus Town Initiative

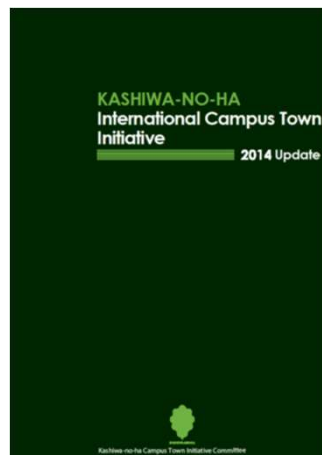
This initiative was created through joint research by Chiba Prefecture, Kashiwa City, the University of Tokyo and Chiba University.

Initiative Principle

“Harmony between University and City”



Overall Structure: 8 Goals



- Goal 1 Create a Garden City with a Symbiotic Relationship to the Environment
- Goal 2 Cultivate Creative Industrial Spaces
- Goal 3 Form an International Space of Academia, Education and Culture
- Goal 4 Form a Sustainable Transportation System
- Goal 5 Create a Kashiwa-no-ha Lifestyle that Cultivates Good Health
- Goal 6 Implement Area Management through Public-Private-Academic Partnerships
- Goal 7 Implement High-Quality Urban Space Design
- Goal 8 Create an Innovation Field City

Urban development base for Public-Private-Academia Partnerships

U D C K (Urban Design Center Kashiwa-no-ha)



Member Organizations



Public-Private-Academia resource-sharing joint management system

- Established in November 2006 as a voluntary organization jointly operated by seven constituent organizations
- A loosely-managed organization, with each sector bringing in their own project expenses, operating funds and manpower
- A flat discussion place for equal sharing of ideas, not bound by the traditional organizational framework

Acquisition of legal status

URL : <https://www.udck.jp/en/>

Kashiwa-no-ha Urban Development Working in Public-Private-Academia Partnerships

Kashiwa-no-ha Campus Station West Exit



Concept : A town with street life

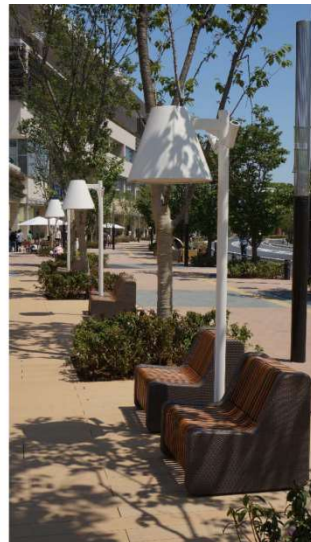
Enhancing the Quality of the Space in line with the Station Square Development

Utilization of National Deregulation Measures

Creating a relaxing space

(Wood Decks + Original Benches)

Local organizations manage the sidewalk areas and planting



Kashiwa-no-ha Urban Development Working in Public-Private-Academia Partnerships

Kashiwa-no-ha Aqua Terrace

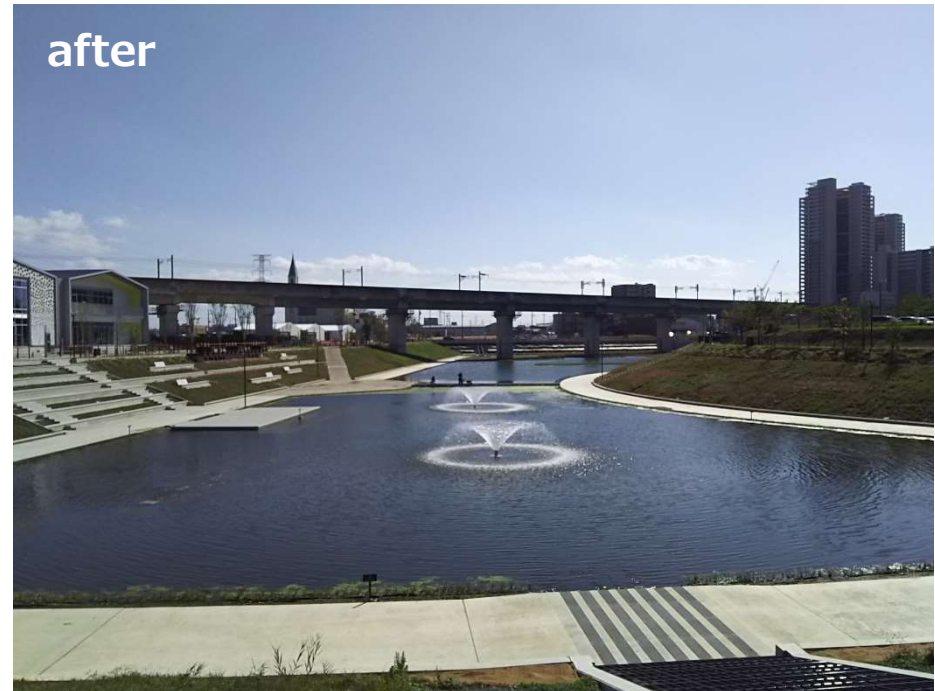
Improving the quality of existing rainwater control ponds as a waterside space to add value, and attract people to enjoy the waterside and have social interaction.

- A wide walking path around the pond, with plants, a wood deck and benches, and an improved fence with a hand rail and counter
- A bridge to enjoy looking at the water, and a stage on the water
- Facilities managed by a local organization connecting public and private sectors

before



after



System Changes

	past —	Current (Kashiwa-no-ha Area) “Smart City”	future “Conscious City”
Control extent	Site unit	Area unit	The whole city with awareness (City as an organism) + Time axis
Induction target (control target)	safety	safety + Bustle, Landscape(Visual), Improving energy efficiency	Safety, Bustle, Landscape(Visual), Improving energy efficiency + Comfort(Five senses) + Service, Caring, Hospitality
Control scheme	maintenance	Operational management (Area management)	Operational management + Control the urban(life) environment by taking the entire city as an organism from a cybernetics perspective (data drive etc.)
Control entity	individual (公)(民)	Joint operation (公, 民, 学)	Local management company?