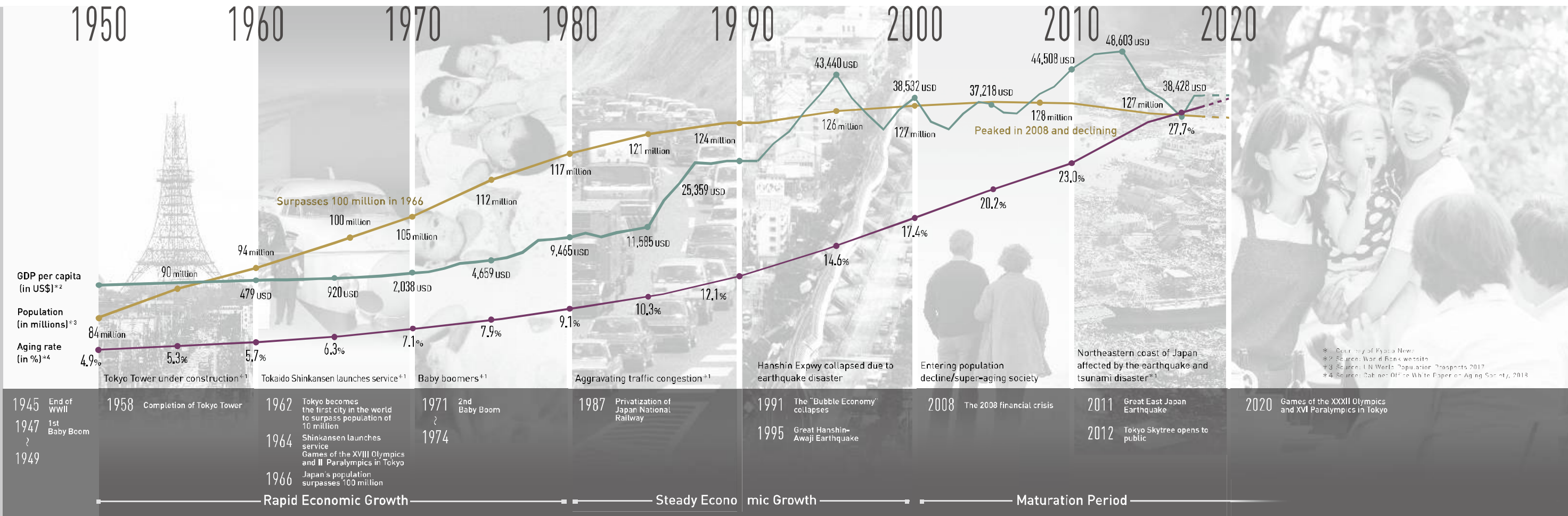


# History of UR

Course of Japanese Society



Transition of urban and housing policies in Japan

Course of UR

## Mass supply of Houses and Residential Land



### Promotion of a new housing style

Japan Housing Corporation was founded to solve the postwar housing shortage. Instead of the conventional housing style where dining and sleeping had taken place in the same room, we suggested a new housing style (so-called DK [dining kitchen] style) to separate the dining room and bedroom which introduced the modern lifestyle concept in Japan.

1955 Japan Housing Corporation



### Massive supply of housing

To address the concentration of population to urban areas due to rapid economic growth, a number of mass-scale housing complexes were built in urban neighborhoods and suburbs. Over 60,000 units were supplied per year at the most. We also took the lead on the technology side, such as the verticalization of residential buildings and the development of efficient construction techniques.



### Development of Massive New Towns

In the suburbs, we proceeded with the development of massive new towns and supplied a number of residential housings and land spaces. We were involved from the formulation of the masterplan to the actual implement of the project; we made a significant influence on community development in Japan as the pioneer of massive development.

1975 Land Development Corporation

## Improvement of Living Environment and City Functions



### Creation of comprehensive living environments through TODs

Housing shortage was satisfied and now came the era of "quality over quantity". The development shifted from housing-oriented to TOD (transit-oriented development), such as the developing of station-front areas and the building of public facilities along with the construction of railways; we were proactive in the creation of comprehensive living environments.

1981 Housing and Urban Development Corporation



### Creation of attractive and integral multifunctional cities

In order to counteract the over-concentration of industries and population to urban areas, we developed the cities aiming for the creation of polycentric, distributed cities. At the same time, our urban development looked toward the improvement of vulnerable infrastructure that had been constructed during the drastic postwar urbanization, as well as the disaster prevention functions. We were also committed to the reconstruction from the Great Hanshin-Awaji Earthquake that occurred in 1995.

1999 Urban Development Corporation

## Urban Revitalization



### Creation of international business bases as disaster recovery support

Besides the construction of living environments addressing the super-aging society and the enhancement of global competitiveness through urban redevelopment with strong political significance, we were also committed to the support of recovery efforts from the Great East Japan Earthquake that occurred in 2011.

2004 Urban Renaissance Agency (Independent Administrative Agency)

Pedigree of organization

1974 Japan Regional Development Corporation

Japan's history of social growth has always been in tandem with UR's work.