

Greetings

President
Masahiro NAKAJIMA



The Urban Renaissance Agency (UR), established in 1955 as the Japan Housing Corporation, has been tackling a variety of urban issues for over half a century.

The agency currently implements a variety of initiatives in proactively addressing vital social issues, such as the falling birthrate, aging society and environmental problems, based on the agency's mission of "creating cities of beauty, safety, and comfort where people can shine."

In the urban rejuvenation field, we coordinate conceptual planning and requirements, as well as collaborate with other partners to make large cities more attractive, strengthen international competitiveness, bolster the disaster-resistance of densely built-up areas, and revitalize regional cities.

Moreover, in the living environment field, we carry out proper maintenance and management of UR rental housing throughout the country to ensure peace of mind for our customers. We are also promoting the establishment of housing and communities that will ensure safety and health across all generations by using and renewing existing housing stock, and turning them into community medical and welfare centers, for example, by establishing facilities to handle the imminent population decline, falling birthrate, and super-aging society.

In the field of disaster redevelopment, we not only dispatched employees immediately after the Great East Japan Earthquake on March 11, 2011, to build temporary emergency housing, but we also concluded agreements with 22 municipalities affected by the disaster.

The entire UR Group is engaging in urban reconstruction projects and initiatives to construct emergency public housing by making use of our experience in providing support to recovery efforts in disaster-stricken areas after the Great Hanshin/Awaji Earthquake and the Niigataken Chuetsu-oki Earthquake.

We, at Urban Renaissance Agency, will make maximum use of our knowhow built up over the years, to continue being good partners to private companies and regional public organizations in their respective fields. At the same time, we will adapt to changes, such as the falling birthrate and aging society, in our aim to become an organization that provides services to meet the needs of customers.

We look forward to your continued generous support and cooperation in the future.

What UR Can Do

UR wants to build attractive cities that will lure people from all over the world. We want to create an environment that is gentle on the elderly, conducive to raising children, and gives everyone peace of mind. There is a lot that Urban Renaissance Agency can do in aiming to build cities that let people shine.

Urban Rejuvenation Field

We will promote urban renewal in cooperation with private businesses and local authorities to strengthen the international competitiveness of cities, improve densely built-up areas, and implement other meaningful projects to promote urban rejuvenation.

Living Environment Field

We carry out proper management of around 740,000 houses and apartment flats to provide comfortable living environments, while also functioning as a housing safety net for the elderly and people raising children.

Disaster Redevelopment Field

We will continue providing support to disaster-stricken areas in the Great East Japan Earthquake, the Niigataken Chuetsu-oki Earthquake and the Great Hanshin/Awaji Earthquake, and simultaneously promote the development of disaster-resistant cities.

Suburban Environment Field

We strive to realize a suburban lifestyle that makes use of local characteristics through, e.g., town development projects, based on themes such as dealing with falling birthrates and an aging society, living in harmony with the environment, and safe and reliable urban development.

UR's Mission

UR's mission is to create cities of beauty, safety, and comfort where people can shine.

UR's Principles

- UR will create new value by placing customer satisfaction first.
- UR will be creative, active and bold in tackling challenges.
- UR will bring together all our skills to act with speed.

The Logo

The flower generally represents the earth and the land and cities of Japan, which serve as the stage for UR's activities. Its blossoming represents the realization of urban renewal, and the person with outstretched arms represents a cozy, comfortable urban lifestyle. The person and flower together represent the shining vitality of those living in a comfortable environment.

