



Future of the Urban Center of Kobe
〈Future Vision〉



September 2015, City of Kobe

The “Future of the Urban Center of Kobe <Future Vision>” has been prepared to describe an ideal future of the urban center of Kobe through visual presentation, with a focus on providing easy-to-understand explanations, attracting support from readers, and ensuring that the document will be shared among many people.

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Facing a super-aging society and population decline due to the falling birthrate, many cities in Japan today are required to become more internationally competitive and become attractive enough to be the first choice in interurban competition.

With this as a background, these cities are fully aware that the key issues are how to demonstrate their potential for growth and how to promote community development toward the future. They are currently exploring what they should do to address these issues.

It has been 20 years since the occurrence of the Great Hanshin-Awaji Earthquake. Now that the City of Kobe has entered into a new stage, I believe that for the future of Kobe, it is truly critical to draw a future vision of the urban center of Kobe and that of Sannomiya and its environs, as well as to realize the development of Kobe as a city that can contribute not only to Japan but also the rest of the world.

Accordingly, at the Kobe Municipal Government, we have decided to identify an ideal, unique future for the urban center of Kobe as well as for Sannomiya and its environs, by taking advantage of the progress that we have made so far in the field of community development, and at the same time by incorporating new perspectives. We have received many opinions and proposals through a wide variety of opportunities, such as the 300 People Conference, a dialogue forum, a symposium, and our website. Based on these invaluable voices, the Review Committee for the Future of the Urban Center of Kobe and the Sannomiya Concept Council engaged in discussion many times.

The result is the formulation of the “Future of the Urban Center of Kobe <Future Vision>” and the “Basic Redevelopment Concept for Sannomiya and Its Environs.” I hope that you will read through these documents explaining an ideal future for the City of Kobe, imagine what the city will be like in the future, and take action to realize the future. I would like to ensure cooperation between citizens, private businesses, and the administration, thereby pushing forward with the realization of the ideal future for the City of Kobe.

Kizo Hisamoto, Mayor of Kobe



Kobe, beautiful port city where
“excitements” and “stories” are
generated every day

~Multi-cultural and cross-generational interaction
with your involvement~

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Excitements

“Excitements” represent an environment where you can closely experience multiple cultures, and an environment that is filled with the spirit of enterprise and creativity fostered since the opening of the port of Kobe in the Meiji Era.

Stories

“Stories” represent the creation of new memories in Kobe. Featuring the sea and mountains, the city with an excellent harmony between urban function and nature provides a wide variety of opportunities for residents and visitors to meet and forge ties.



BE KOBE

BE KOBE

1. Promote people-oriented community development
2. Ensure that community development will be led by those who really love Kobe and those who are really proud of Kobe
3. Stay attractive even 50 years and 100 years ahead

We, the City of Kobe, aim to become a city that residents feel that they would like to continue living in, that can attract many more visitors, and that can continuously develop. To attain this aim, we are currently designing the present and future of Kobe, thereby pushing forward with the concept of “Kobe, City of Design,” which represents a creative city where people can feel human happiness. In addition, now, 20 years after the occurrence of the Great Hanshin-Awaji Earthquake, we have created the logo “BE KOBE,” with the purpose of collecting lessons learned from the disaster and wisdom gained in Kobe and disseminating them to many people. We are presently making a wide variety of efforts with a focus on “people”.

The urban center of Kobe, the leading area of the city, is not an exception to the efforts mentioned above. Based on the concept that the attractive features of communities are created by people living in, working in and visiting the communities, we place our focus on achieving a “comfortable environment,” by promoting diversity^{*1} and social inclusion^{*2}, as well as by incorporating human scale into community development. We would like to present an ideal future for the urban center that can attract many more visitors, workers and residents, and that can achieve continuous development. To realize this future, we intend to push forward with a wide variety of measures and efforts.

*1 Diversity: Concept of accepting many different characteristics, approving of such differences, and trying to utilize them

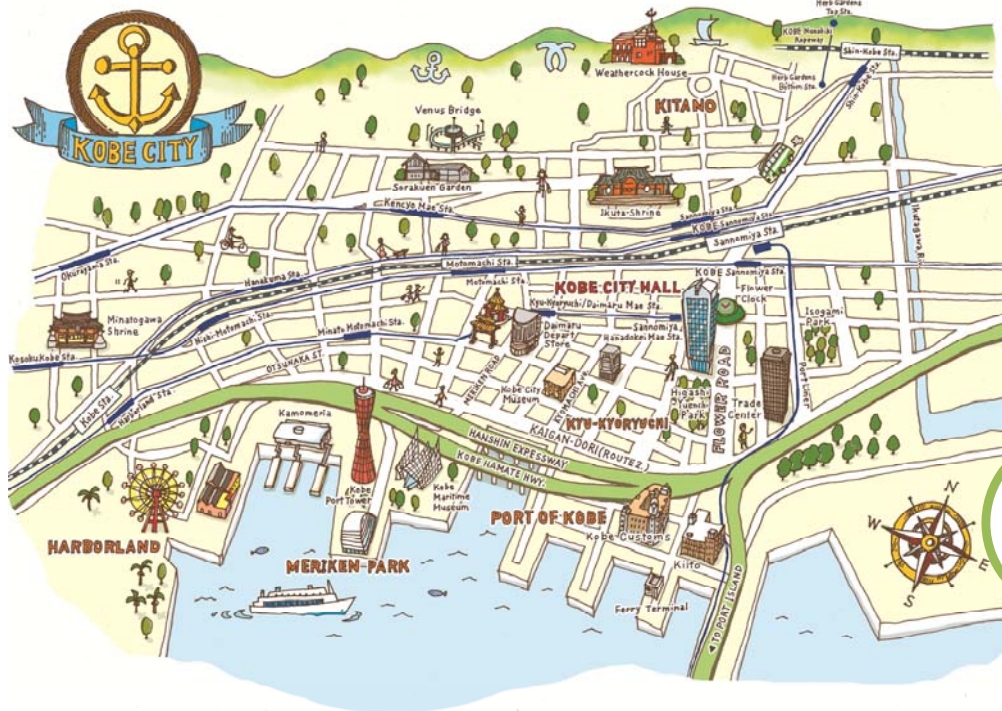
*2 Social inclusion: Concept of providing mutual support, rather than excluding or isolating socially disadvantaged people from daily life



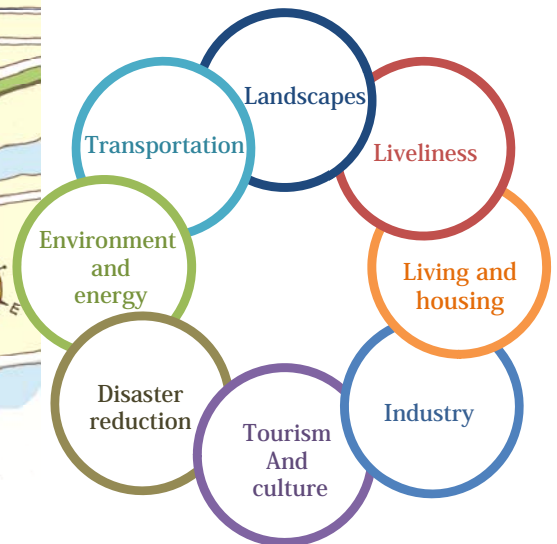
Area

Three Pillars

1. Comfortable design
2. Encounter, innovation, and culture
3. Resilient and strong infrastructure



Eight axes



Three pillars for the future of the urban center

1. Comfortable design

Blessed with the moderate Setouchi climate, Kobe has a compact urban center located close to the sea and mountains. In the urban center, we will aim to develop a wide variety of transportation infrastructure networks, providing convenient access to anywhere. We will also strive to ensure that the City of Kobe will be dotted with many activity bases, each of which will have its own characteristics, but will work in harmony with each other. Added to this will be beautiful landscapes and easy-to-understand information on the city, which will enable anyone to spend a relaxing time in the city, as well as to work and enjoy various activities in a comfortable environment.

2. Encounter, innovation, and culture

By taking advantage of the long history of development as an international port city, and the spirit of enterprise as an attractive feature of Kobe, we will adopt a wide variety of cultures and new perspectives, thereby aiming to foster people and communities with marked individuality, and further developing Kobe's own culture. We would like to ensure that a wide variety of people can enjoy interaction and integration regardless of nationality, age, gender, and other characteristics. This will generate technology innovation and create new industries, which will lead the city's economy to enjoy a continuous global development.

3. Resilient and strong infrastructure

In the City of Kobe, which experienced the Great Hanshin-Awaji Earthquake, we have the capability to reduce disaster damage, which has been developed in the process of restoration. In addition, we will aim to establish an energy system that can reduce environmental burden during normal times and retain the necessary functions even at the time of an emergency, as well as a user-friendly transportation system that will connect different areas and provide convenient access for everyone. By ensuring that such safe and reliable social infrastructure will support urban activities, we will strive to enable the City of Kobe to stay attractive even 50 years and 100 years ahead.

Eight axes of the urban center



Landscapes : Development into a city where Kobe's unique characteristics will be overserved everywhere

Liveliness : Development into a city that will attract visitors one after another and generate new encounters

Living and housing : Development into a city where residents will forge ties with each other, fit in with other members of their communities, and enjoy living in their own way

Industry : Development into a city where the integration of people and ideas will create new value

Tourism and culture : Development into a city where people can enjoy a comfortable environment appealing to their five senses, the hospitality extended to them, and the history and culture as a port city

Disaster reduction : Development into a resilient and strong city that can respond to unexpected disasters

Environment and energy : Development into an environmentally-friendly, sustainable city that will make smart use of energy

Transportation : Development into a city that will provide transportation means easy for anyone to use, and with a focus on pedestrians



Enabling people to feel Kobe's unique atmosphere and design while strolling through the city

We will strive to realize a people-oriented landscape design featuring Kobe's unique characteristics, and to ensure that people can enjoy such landscapes while strolling through the city.

We will also aim to ensure that the routes taken by visitors when strolling through the city will have a special atmosphere that cannot be appreciated in their daily lives, by attracting shops, galleries and other facilities that will create liveliness, to the lower parts of buildings located on the routes.

In addition, we will strive to preserve and further improve Kobe's unique street landscapes established over its long history, including the scenery of Kyu-Kyoryuchi (Old Foreign Settlement) and Kitano.

Moreover, we will aim to generate new landscapes featuring a beautiful harmony with their surroundings, by establishing the Landscape Design Code.

Landscapes

Development into a city where Kobe's unique characteristics will be overserved everywhere



—Future—

Establishing the Landscape Design Code	【under consideration】	Forming landscapes in line with building reconstruction	
Introducing regulations on building heights and initiating measures to generate the pleasure of strolling			【under consideration】
Forming landscapes in line with the redevelopment of Sannomiya and its environs			【under consideration】
Forming Kobe's unique soundscapes			
Holding the Museum of Light (illumination project) on the Flower Road			【already launched】

Preserving and further improving the beautiful scenery of the sea and mountains

To preserve and further enhance Kobe's unique beauty accentuated by the Inland Sea of Japan and Rokko Mountains, as well as to maintain and further improve the urban center's attractive features and landscapes, we will aim to introduce regulations on building heights and initiate measures to generate the pleasure of strolling, with consideration given to how the city should be 50 years and 100 years ahead.



Ensuring that Kobe's unique atmosphere can be felt even at the gateway of the city

Sannomiya, a transportation hub that always draws many passengers for railways and buses, serves as the gateway of Kobe. What is required in this area is an integrated design with an excellent harmony between streets, squares and the buildings around them, to create a comfortable atmosphere.

Accordingly, we will strive to form landscapes in line with the redevelopment of Sannomiya and its environs.



Providing pleasant soundscapes

The sound of a steam whistle reminds listeners of the fact that Kobe is a port city. JAZZ makes the audience feel that Kobe is a stylish city.

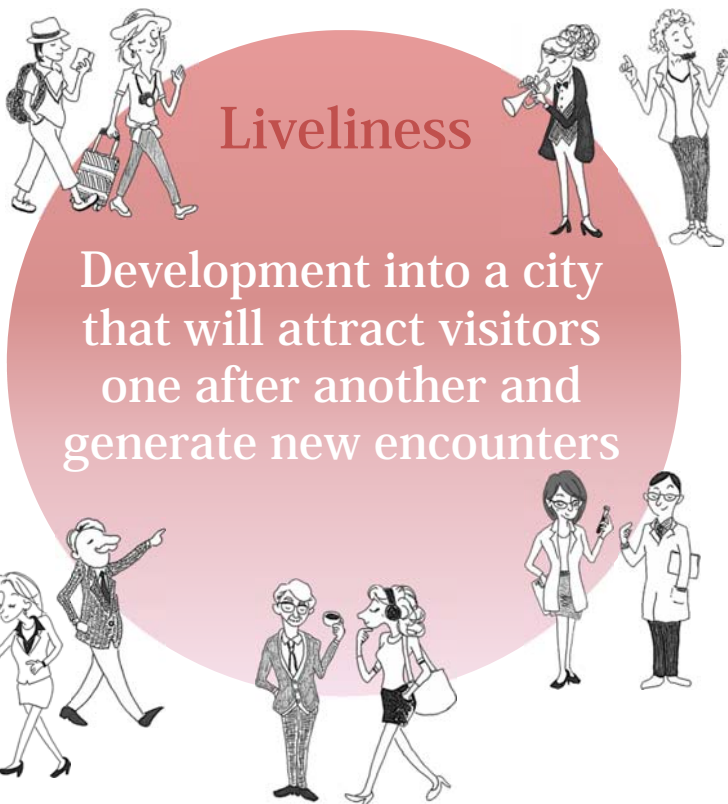
By reducing the noise generated in the urban center, we will aim to design Kobe's unique soundscapes.

Illuminating the city

At night, providing atmosphere for adults, Kobe shows a different aspect. The illumination of flowers and greenery turns the city into a museum.

By pushing forward with the Museum of Light (illumination project) on the Flower Road and other projects, we will aim to enhance the attractiveness of the urban center's illuminated landscapes, which will evoke drama and stir the emotions of the viewers.





Liveliness

Development into a city that will attract visitors one after another and generate new encounters

Developing parks so that each individual can use them in their own way

We will strive to revitalize parks and squares located in the urban center, such as Higashi Yuenchi Park, so that many more people can enjoy using them.

We will aim to develop such parks and squares into green spaces that people can use in their own ways. It might be good to work there using their PCs, to relax together with their families and friends, or to read books. We will also aim to ensure that such spaces will serve as places of interaction.

We will also strive to ensure that such parks will be loved by everyone, by encouraging citizens to organize and hold events under their leadership.

—Future—

Revitalizing Higashi Yuenchi Park	[already launched]	
Redeveloping the main area of the pier No. 1	[under consideration]	Creating liveliness on the Waterfront
Creating hubs for generating liveliness (Koikawa-suji Avenue)	[already launched]	
BID system (area management)	[under consideration]	BID for the space in front of Sannomiya Station
		Ensuring that new gates will be established at railway stations

Generating a relaxing waterfront atmosphere available only in a port city

We will strive to create liveliness on the Waterfront, by launching a new project for developing the main area of Shinko Pier No. 1 in the western zone of Shinko Pier, which used to be a warehouse district. This will be followed by the hotel construction project completed at Shinko Pier No. 1.

We will aim to develop the Waterfront into a typical Kobe location where visitors can appreciate a tranquil calmness in the morning, the liveliness of the port during the day, and the brightness of the scenery at night, while feeling the port city's distinctive atmosphere.



Enabling visitors to feel the sea and mountains, to appreciate the liveliness, and to relax

We will strive to develop streets commanding fine views of the sea and mountains, as well as routes taken by visitors when strolling through the city, into hubs for generating liveliness where many people will stay for a long time and will interact with each other. We will review how to use street spaces, shifting our focus from automobiles to pedestrians.



Involving citizens in creating and improving the city's attractive features



While encouraging citizens to establish organizations for improving the city, we will aim to promote a Kobe-version of area management using the BID system and other initiatives. We will strive to realize community revitalization through partnership between the public and private sectors, by ensuring that citizens will also be responsible for enhancing attractive local features, especially in locations drawing many visitors, such as open spaces and shopping streets.

*BID (Business Improvement District) : Organization providing services necessary for enhancing the real estate value of the relevant area, using joint expenses borne by the land owners in the areas

Developing the city's full potential to create liveliness

We will consider ensuring that new gates will be established at railway stations, as a way to enhance the attractiveness of the urban center's areas whose full potential has not been fully demonstrated yet. We will aim to realize the establishment of these gates, which we believe will spur the growth of the urban center and lead to generating new attractive destinations and businesses.





Ensuring that everybody can gather and enjoy practicing the concept of local production for local consumption

Kobe, a city located close to a wide variety of production centers. If producers and consumers have even closer interaction, it means that they will have even more extensive and firm ties.

Kobe, therefore, should adopt a style in which producers and consumers cooperate with implementing the concept of local production for local consumption.

Opportunities for consumers to meet producers, and to buy and eat items produced in Kobe – this is what we would like to provide in the urban center, by organizing farmers' markets and other events.

Living and housing

Development into a city where residents will forge ties with each other, fit in with other members of their communities, and enjoy living in their own ways



—Future—

Introducing farmers' markets

Establishing urban fun facilities

Child nurseries **[under consideration]**

Establishing comfortable powder rooms and rest rooms

Attracting many more residents to the urban center, and accumulating commercial and business functions **[under consideration]**

Accommodating a wide variety of needs

We will aim to ensure that in Kobe, people can go shopping or work in the urban center, even right after appreciating the city's rich nature, such as by jogging while feeling the wind from the sea, and by climbing the mountains while relaxing in the greenery.

We will strive to establish runners' stations and other urban fun facilities where people can satisfy a wide variety of needs, interact with their friends, and obtain necessary information.



Strengthening community ties through the smiles of children

We will strive to establish facilities for children, thereby aiming to enable children to enjoy themselves in the urban center without worry, and aiming to establish platforms for child-rearing support and local interaction.

We will also strive to establish child nurseries, through which we will form a local community consisting of child-rearing urban residents, the number of whom is increasing today, and to create liveliness.



Providing careful consideration to various elements of the city

If we would like visitors to stay longer in the city, we need to ensure that they can take a rest in a comfortable environment.

On top of installing well-managed benches, garbage cans, and rest rooms almost everywhere in the city, we will aim to establish diaper-exchange spaces and breast-feeding rooms as a way to support child-rearing visitors, and also to accommodate foreign tourists' needs by providing information and establishing facilities for them.

We will also strive to establish comfortable powder rooms and rest rooms where people can make up, groom, and relax.



Continuing to be an attractive urban center

In the area serving as the gateway welcoming visitors, we will aim to promote the accumulation of commercial and business functions. We will strive to make the area the city's symbol with attractive urban features and presence.

Regarding the area featuring all the commercial, business, and residential functions, we will strive to attract many more residents to the area, thereby aiming to maintain and enhance the urban center's attractiveness and liveliness.

In addition, taking advantage of our history as a city containing the former foreign settlement, we will aim to establish a comfortable living environment for a wide variety of residents.





Helping to turn ideas into concrete results

For example, even if it seems a small idea, the idea can demonstrate its full capacity in Kobe.:
 To enable a wide variety of ideas to be incubated in Kobe, we will aim to launch the Acceleration Program as an active support initiative, and to establish a network for providing effective support.

We will also strive to provide active support for young people with infinite potential who will be able to create new ideas from a new perspective, thereby aiming to ensure that young entrepreneurs will be fostered in the city.

In addition, taking advantage of what was demonstrated in the medical industrial zone in Port Island, where a wide variety of advanced efforts are underway, we will attract many more foreign companies and promote even wider extensive business matchmaking in the urban center as well.

—Future—

Acceleration Program	[under consideration]
"Kobe Start Up Office" space	[under consideration]
Invigorating the IT industry, and using open data	[already launched]
Invigorating local commerce	

Providing opportunities to meet new people and new ideas

A comfortable city draws individuals with attractive features.

Creative people meet and stimulate each other, and generate new ideas and businesses in a convenient location within the urban center – this will be the Kobe Start Up Office.



“No hierarchy, but just meritocracy”

Although even a single person alone can start a business in the IT industry, we will strive to promote cooperation between the public and private sectors based on our outlook for invigorating IT-related industries.

Moreover, we will make even more active use of open data and big data, thereby aiming to generate new services and businesses.

©Masamune Shiro - Production I.G/
Kodansha – the production committee of Ghost in the Shell



Awakening the expectation that something fun will happen even at night

By enabling people to have a fun time in Kobe even at night, we will aim to ensure that they will stay longer in the city, appreciating the city's world-class night scenery and enjoying the city's liveliness.

An active nightlife means interaction between local residents and merchants, leading to the invigoration of local commerce.



Further improving the city's world-class superb night scenery



Tourism

Development into a city where people can enjoy a comfortable environment appealing to their five senses, and the hospitality extended to them

Kobe's night scenery is a unique feature that the city can boast to the world.

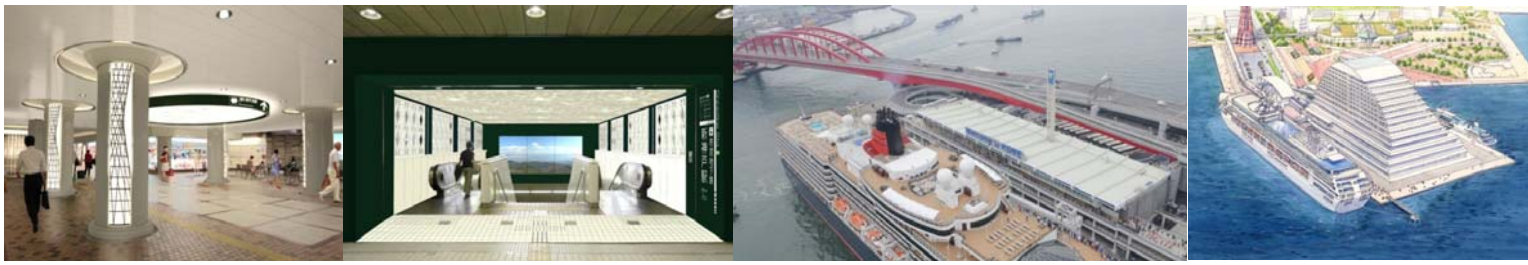
This beauty is available only in Kobe, a city with the sea and mountains, and with an exotic atmosphere.

To enhance the attractiveness of Kobe, a city of light, we will further improve the city's night landscapes, by illuminating the Waterfront to highlight the form of the port beautifully, and by illuminating dockyard cranes.



Improving the city's night landscapes	[already launched]	→
Improving the gateway	[under consideration]	→
Establishing an information center	[under consideration]	→
Establishing a hub for foreign visitors		→
Duty-free shopping street		→

Future



Extending hospitality even at the gateway

We will aim to improve the gateway, the first thing that visitors will see after arriving at Kobe.

We will strive to show visitors our hospitality, by welcoming them in a bright, beautiful space with the city's unique atmosphere.

Providing necessary information on Kobe

The first thing to do after arriving at Kobe is to go to the information center.

To enable visitors to Kobe to feel that way, we will aim to establish a system in which visitors can obtain easy-to-understand-and-use information.

We will also aim to improve the current guidance signage system and Wi-Fi environment.



Ensuring that foreign individuals as well can make themselves at home

Foreign residents and tourists feel happy to be in Kobe – this is a part of the city's identity.

We will aim to ensure that the urban center of Kobe will be a place of interaction of people with a wide variety of nationalities.

At a hub for foreign visitors, tourists from around the world will be able to share the latest information that will be unavailable through travel guidebooks, including information to solve problems generated due to religious and cultural differences.

We will make careful arrangements for establishing such an activity base for foreign residents and travelers.

Ensuring that a shopping street will consist of only duty-free shops

In a shopping street, there are many shops carrying unique and stylish items.

To enable foreign visitors to Kobe to buy excellent items in the city without any hesitation, we will strive to ensure that a shopping street or a commercial area will consist of only duty-free shops.





Culture

Development into a city where people can enjoy a comfortable environment appealing to their five senses, and the history and culture as a port city



Offering a time of elegance through the port city's history and culture

Kobe has a history and culture as a port city.

People drop in on a space with an intelligent and sophisticated atmosphere, especially on their way from work, read books of their choice depending on their mood of that day, drink some wine that will go well with the books, and relax alone against the background of Kobe's symbolic scenery.

This is what we would like to create in the city. We will aim to establish such a space where people will be able to appreciate the city's history and culture, and enjoy a luxurious time.

—Future—

Space for appreciating the city's history and culture **[under consideration]**

Street music **[under consideration]**

Providing information on the city, using AR

Gastropolis **[already launched]**

Filling the city with pleasant and quality music

Quality music being played in the city with the background of the beautiful landscapes of Rokko Mountains and a sea breeze from the port. To establish a comfortable environment appealing to people's five senses, and to create hangouts where people can enjoy music, we will aim to ensure that high quality street music will be played at lively locations in the city.



Provided by the Kobe City Archives (Refardt's Collection of Photographs)

Enabling our history to be learned in the city

"This is my favorite place, but I'm wondering how it used be in the past?"

"Though a new building has been constructed here, was this site damaged as well at the time of the Great Hanshin-Awaji Earthquake?"

We will aim to provide information using AR, in order to enable people to review the history of Kobe and to learn various facts that they don't know and events that must never be forgotten.

*AR: Augmented reality

Providing world-class local food

Kobe is synonymous with Kobe Beef! But, actually, the city is more than that.

As a gastropolis, we will disseminate to the world the excellence of our food culture that can be achieved through a superb combination of seasonal vegetables, fresh fish and meat from areas near the urban center, and the amazing skills of its chefs and patissiers that the city boasts to the world.





Disaster reduction

Development into a resilient and strong city that can respond to unexpected disasters

Preparing for natural disasters, and ensuring safety as the cornerstone of the city's liveliness

Since Kobe has experience of suffering serious damage at the time of an earthquake, we must take it for granted that we are fully prepared for natural disasters.

Regarding the capability to reduce disaster damage not as a selling point, but as a matter of course, and ensuring safety on the basis of not visible but reliable capability to reduce disaster damage – this is the disaster reduction approach that will best serve Kobe.

Since it is expected that many people will be stranded due to the failure of transportation systems at the time of a natural disaster, we will establish open spaces for them near stations.

In addition, we will consider storing underground water and rainwater, which will play an important role in terms of disaster reduction.



Establishing open spaces near stations **[under consideration]**

Multi-lingual signage system

Installing a rainwater storage system **[under consideration]**

City Camp **[under consideration]**

Ensuring that multi-lingual information will be available even at the time of an emergency

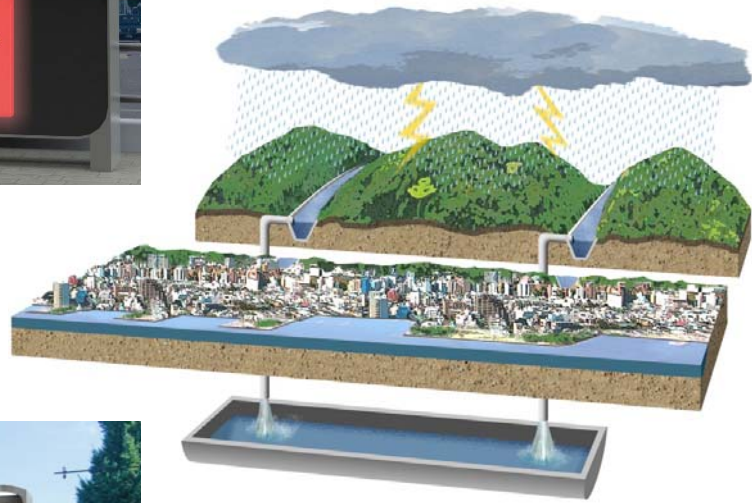


As an international city, we will introduce a multi-lingual signage system. No matter where a natural disaster occurs, the system will guide people with a wide variety of nationalities to safe places.

To the digital signage of public phone booths and vending machines in the city, we will aim to add a function of disseminating emergency information smoothly at the time of an emergency.



Protecting people even from torrential rain



To respond to torrential rain due to global warming and other factors, we will aim to install a temporary rainwater retention system for rivers running through the urban center. Thus, we will strive to protect the city behind the scenes.

“Study Survival” – Helping people enjoy studying how to secure their survival

We will organize events designed for participants to enjoy inheriting the memory of and important messages regarding the Great Hanshin-Awaji Earthquake. By holding such events as City Camps in parks that will serve as regional evacuation centers at the time of an emergency, we will aim to provide opportunities for people to enjoy obtaining the skills necessary to survive even if lifeline services are disconnected.

Let's prepare for natural disasters, which will surely occur sometime in the future.





Environment and energy

Development into an environmentally-friendly, sustainable city that will make smart use of energy

Expanding the comfort of the Forest of Ikuta into the urban center

The Forest of Ikuta once extended in the current urban center of Kobe.

We will aim to generate a comfortable space filled with flowers, greenery, and creatures that will be something akin to an extension of the forest.

To generate a sense of spaciousness in the space-limited, compact city, we will aim to make a three-dimensional use of the city, for example establishing rooftop gardens, thereby striving to extend a network of flowers and greenery.



—Future—

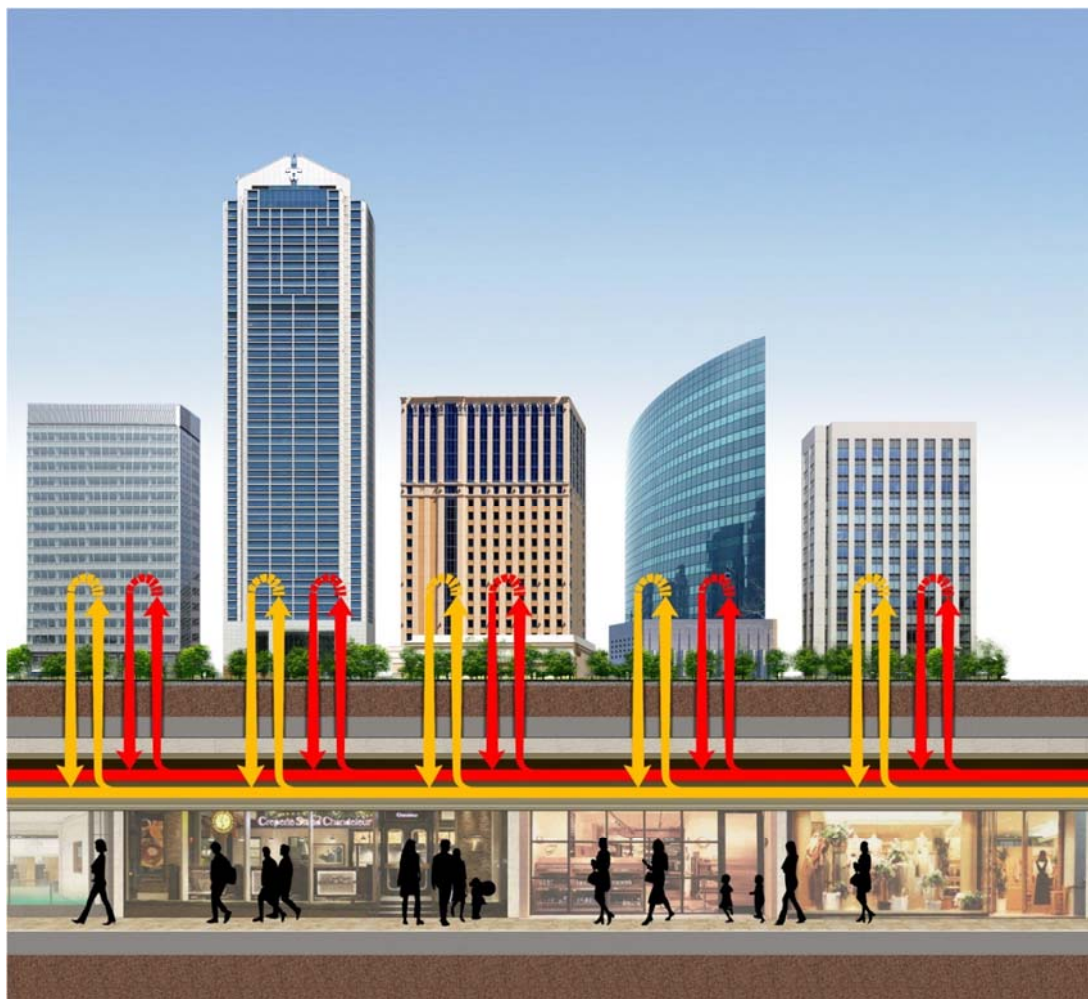
Establishing rooftop gardens

Power and heat interchange systems **[under consideration]**

Community Cycle (Kobelin) **[already launched]**

Using unutilized energy **[already launched]**

Making a smart choice of highly-efficient and powerful energy



A lot of power is consumed during the daytime in some buildings, and at night in others.

While some buildings want to dissipate their heat to cool down themselves, others want to generate heat to warm up themselves.

While some buildings have their own power-generation facilities, others do not.

We will aim to establish power and heat interchange systems that will cover these buildings so that they will be able to make an effective and resilient response to natural disaster.

We will strive to enhance the international business competitive edge of the urban center, where business continuity will be ensured even at the time of an emergency.

Showing the spirit of enterprise even in energy policies

In addition to hydrogen, which was once called a future clean energy source, there are many other energy sources that have not been fully utilized yet.

To make Kobe the most energy-efficient city in Japan, we will aim to realize a society in which people will use energy sources that have not been utilized fully yet and that are expected to contribute to the development of Kobe.



Ensuring that environmentally-friendly bicycles will be fully utilized

We will aim to ensure that instead of driving cars, people will use the Community Cycle system, especially for making short trips, while enjoying the city landscapes.

We will increase the number of bicycle ports and bicycles for the system, while striving for an improvement in users' manners.





Transportation

Development into a city that will provide transportation means easy for everyone to use, and with a focus on pedestrians



Encouraging the use of vehicles friendly to people and the city, to enhance the city's attractiveness

The best way to appreciate the attractive features of the urban center of Kobe is walking.

We believe that streets are space for people.

Accordingly, placing the first priority on pedestrians and public transportation means, we will strive to establish an effective transportation system which will enable people to make comfortable trips to their destinations without using automobiles.

We will be active in considering the introduction of a wide variety of transportation means, from LRT to personal mobility, as well as new schemes such as a sharing service and an automatic operation.

—Future—

Effective transportation system **【under consideration】**

Shin-Kobe – Kitano Deck **【under consideration】**

Flat fee system within the designated zone **【under consideration】**

New bus terminal **【under consideration】**



Enabling visitors to stroll through various areas with distinctive features

The first location that tourists arriving at Shin-Kobe will head for will be the Kitano Ijinkan (foreign residence) district. After that, they will enjoy themselves in Harborland, and then go to the Motomachi Shopping Street.

We will strive to enable visitors to enjoy strolling around the city's various areas with distinctive features, without any problems finding their way to the next destination.

To do so, we will aim to establish the necessary routes, for example, a deck connecting Shin-Kobe and Kitano.

Introducing a simple and reasonable fee system and providing easy access to transportation means

We will aim to introduce a flat fee system within the designated zone. No matter how many times passengers use transportation means per day within the designated area of the urban center, the fee will be the same.

We will strive to enable such a system to be easily used even by foreign visitors who have never been to Kobe before.

By introducing this system, we will aim to ensure that visitors can stroll around the city without any problems.



Establishing a bus terminal with easy access to other cities

We will aim to establish a new bus terminal featuring stands for a wide variety of interurban bus lines from Kobe to other cities. We will strive to ensure that travelers to other cities can definitely find their transportation means at this terminal.





↓ Dialogue forum ↑ 300 People Conference for the Future of the Community Development of Kobe ↓ Symposium for considering the future of the urban center



Development of the “Future of the Urban Center”

Year	Month	Efforts
2013	December - January	1st round of soliciting opinions --- “Urban center’s good qualities, bad qualities, and future”
2014	March	Kobe Sea Port Community Development Research Committee “Proposal regarding the improvement and invigoration of the area around JR Sannomiya Station to promote the evolution of the Kobe urban center area” - accepted
		1st meeting of the Review Committee for the Future of the Urban Center of Kobe --- “Urban center’s good qualities, bad qualities, and future”
	July	2nd meeting of the Review Committee for the Future of the Urban Center of Kobe --- “What features should we be proud of as characteristics of the urban center of Kobe?”
	August	2nd round of soliciting opinions --- “What features should we be proud of as characteristics of the urban center of Kobe?”
		Citizens’ council --- “Want to Hear More about Your Opinions - 300 People Conference for the Future of the Community Development of Kobe -”
	September	3rd meeting of the Review Committee for the Future of the Urban Center of Kobe --- “Urban center concept and framework proposal”
	October	Dialogue forum --- “Let’s draw a future vision of the urban center together with the mayor”
2nd meeting of Kobe Design City Creation Council --- “Future of the Urban Center of Kobe”		
November	Symposium --- “Symposium for considering the future of the urban center”	
2015	February	4th meeting of the Review Committee for the Future of the Urban Center of Kobe --- “Three points to be discussed regarding a future approach”
		Sub-Committee of Safe, Permanent Residency, and Sub-Committee of the Invigoration of the Urban Center, the Chuo-ku Residents Community Development Council “Proposal regarding the ‘Future of the Urban Center of Kobe,’ and the ‘Basic Redevelopment Concept for Sannomiya and Its Environs” - accepted
	March	Interim report – releasing the basic concept to the public
		Municipal assembly – Special Committee Regarding the Creation of the Future for the Urban City --- “Proposal for the creation of the future for Kobe as an urban city” – accepted
	June	5th meeting of the Review Committee for the Future of the Urban Center of Kobe --- “Draft of a future vision (based on public comments)”
	July – August	Public comments
September	“Future of the Urban Center” developed	

Review Committee for the Future of the Urban Center of Kobe

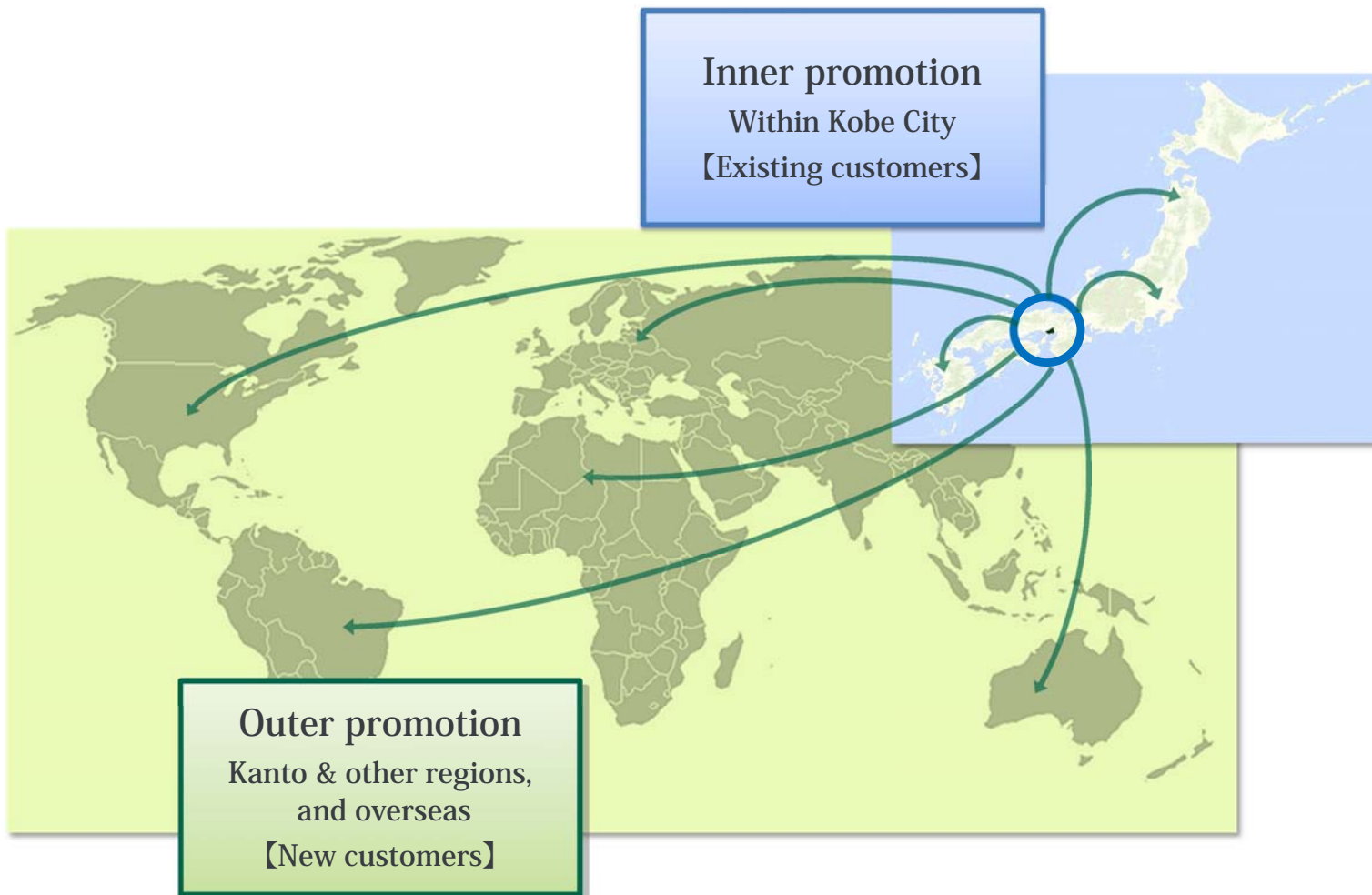


Members

Category		Name	Affiliation/Position
Representatives of local organizations	Community Development Council	Takako Asaki	Chairperson, Organization for the Protection and Development of the Kitano and Yamamoto District
		Tomoyoshi Oda	Chairperson, Flower Road Community Development Council
		Shigeki Kuno	Chairperson, Council for the Promotion of Safe and Secure Community Development of the Sannomiya Northern District
		Keiichi Kuri	Chairperson, Kobe-Sannomiya Human and Community Development Council
		Kuniaki Sakamoto	Member of the General Coordination Committee, Council for Community Development of Southern District of Sannomiya
		Toshihiro Shimizu	Chairperson, Tor Road District Urban Development Council
		Eisei So	Representative, Kobe Chinatown Landscape Formation Council
		Yoshinori Tomioka	Permanent Representative, Former Foreign Settlement Liaison Council
		Koichi Nagata	Chairperson, Sannomiya Chuo-dori District Urban Development Council
		Takashi Narayama	Member in Charge of Landscape Affairs, Minato Motomachi Town Council
		Masaru Furukawa	Accounting Officer, Committee for Community Development of Eastern District of Sannomiya
		Nobuhiro Matsushita	Chairperson, Harborland Operation Council (1st meeting)
		Yusuke Matsuzoe	Ditto (from the 2nd meeting)
Shigeo Miura	Chairperson, Committee for the Community Development of the Center South		

Category		Name	Affiliation/Position
Representatives of citizens	Neighborhood self-governing bodies	Koichiro Iwasa	Chairperson, Liaison Council for Kobe City Neighborhood Self-Governing Bodies
	Women's organizations	Haruyo Tamada	Chairperson, Council for Kobe City Women's Organizations
Representatives of transportation companies	Railway companies	Toshitaka Ishihara	Section Manager, Corporate Planning Office, Hanshin Electric Railway Co., Ltd. (1st meeting)
		Sayoko Yuyama	Assistant Section Manager, Ditto (from the 2nd meeting to the 4th meeting)
		Toyoki Murata	Department Manager, Engineering Department, Transportation Business Unit, Hanshin Electric Railway Co., Ltd. (from the 5th meeting)
		Hideo Okuda	Section Manager, Planning Section, Kansai Urban Area Regional Head Office, West Japan Railway Company
		Go Hirano	Ditto (from the 2nd meeting)
		Ryuichiro Kobayashi	Section Manager, Kobe Municipal Transportation Bureau (1st meeting)
		Ichiro Miyamoto	Ditto (from the 2nd meeting)
		Kensuke Sho	Department Manager, Urban Transportation Planning Department, Urban Transportation Business Unit, Hankyu Corporation (from the 1st meeting to the 4th meeting)
	Masahiro Okuno	Ditto (from the 5th meeting)	
	Bus companies	Masahiko Uesugi	Chairperson (→ Advisor as of September 2015), Hyogo Bus Association (from the 1st meeting to the 5th meeting)
Makoto Nagao		Chairperson, Hyogo Bus Association (from the 6th meeting)	
Business community	conomic organizations	Kazuhiro Uemura	Legal Advisor (→ Auditor as of September 2015), Junior Chamber International Kobe
		Takeo Uemura	Chairperson, Civic Power Creation Committee, Kobe Chamber of Commerce and Industry
		Shigeki Matsuda	Advisor, Kobe Association of Corporate Executives
Academic experts	Transportation planning	Michiyasu Odani	Professor, Graduate School of Maritime Sciences, Kobe University
	Economics	Yoshimasa Kato	Professor, Institute for Policy Analysis and Social Innovation, University of Hyogo --- <Chairperson of Review Committee for the Future of the Urban Center of Kobe>
	Urban planning	Hisako Koura	Associate Professor, Graduate School of Engineering, Osaka University (→ Professor of the School of Arts and Design, Kobe Design University, as of September 2015)
	Design	Shingo Suekane	Professor, Faculty of Environmental and Urban Eng., Kansai University (→ Professor of the Graduate School of Engineering, Kobe University, as of September 2015)
	Commerce and tourism	Kazuyo Yunoki	Operating Officer, Daimaru Matsuzakaya Department Stores Co., Ltd., and General Manager, Daimaru Kobe Branch, (→ Representative Director and President, Hakata Daimaru, Inc., as of September 2015)
	Universal design	Chika Sekine	Professor, Faculty of Policy Studies, Doshisha University
	Energy	Masaki Nakao	Specially-Appointed Professor, Graduate School of Engineering, Osaka City University (→ Special Project Professor of the same school as of September 2015)
	Night landscapes	Shiho Nagamachi	Visiting Professor, Kyoto University of Art and Design
Disaster reduction	Norio Maki	Professor, Research Center for Disaster Reduction Systems, Disaster Prevention Research Institute, Kyoto University (→ Professor, Disaster Prevention Research Institute, Kyoto University, as of September 2015)	

Future Schedule (Realization of the Future Vision and City Promotion)



What Is Necessary for Promotion

Establishing a sustainable promotion framework and system

It is necessary to create a scheme in which not only the administration but also citizens from each area will play an important role in disseminating information, and to generate a framework in which cooperation will be ensured between the administration and citizens to realize sustainable promotion.

Securing cooperation with various media including the existing PR functions in Kobe

While promoting collaborative efforts with local media, it is necessary to disseminate information extensively through cooperation with Kanto and overseas media. By disseminating information through various promotion tools in Kobe City, we will aim to generate a multiplier effect.

Producing promotion tools

It is necessary to produce tools to create multi-cultural and cross-generational interaction.

Measuring effects

It is necessary to realize sustainable promotion and to make improvements toward the next fiscal year.

Disseminating information step-by-step on a continuing basis

It is necessary to formulate short-term and mid-and-long-term strategies, and disseminate information effectively.

Future Efforts

Push forward with a pilot project, and manage the progress of the future vision

Promote the city with consideration given to the targets' characteristics and demands

Consider upgrading the future vision

Future of the Urban Center of Kobe <Future Vision>

This document contains many policy proposals and concepts.

These proposals and concepts represent not decisions and restrictions of plans and projects to be implemented, but an ideal future of the urban center of Kobe. This document describes an approach for our future efforts.

Regarding the measures explained in this document, we will hold necessary discussions and coordination activities with the parties concerned, before implementing them.

Future of the Urban Center of Kobe [Future Vision]

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