URBAN
DESIGN
VISION
YOKOHAMA

Plotting a course to enrich residential life and the city itself.

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A Better Life, in Pictures

Introduction

The daily lives of our residents enriches Yokohama
Yokohama enriches the daily lives of our residents

Individual day-to-day lives are the building blocks of a city—and the city provides a physical structure within which these life processes occur.
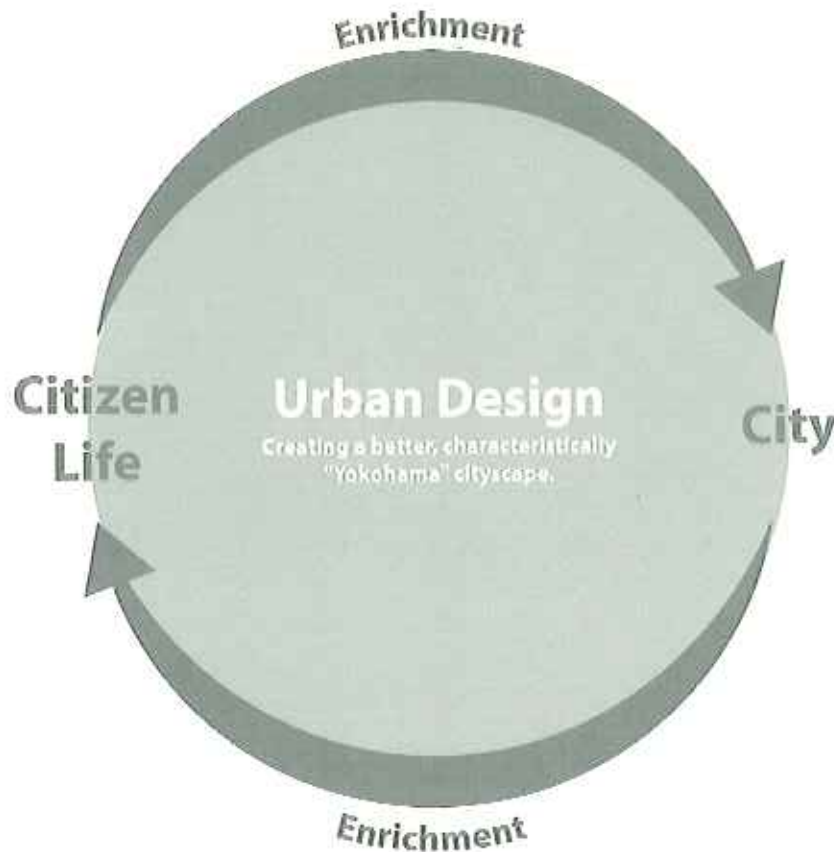
If each resident's life within the city is satisfactory and fulfilling, then—naturally—the city will become a better place to live. This in turn enriches residential life, and so the cycle repeats.

Our urban design objective is to create a better cityscape that is characteristically "Yokohama."

Yokohama's urban design has made many strides thus far. These include close-to-home projects, such as the conservation of local memorial trees, while larger endeavors extend to Bay Bridge and the cultivation of Minato Mirai 21 scenery. As a result, the beauty of Yokohama has been allowed to brightly blossom in a multitude of ways over the years—the effects extending beyond the streets and buildings to enrich daily lives, work, and leisure.

Everything starts with the individual striving for a better life

Though times and society often complicate things, true enrichment of an individual's daily life begins with the proactive desire to effect change on one's own, rather than depending on a third party. The accomplishments reaped from this basic stance is what make our city of Yokohama so great—with positive results ultimately finding their way back to individual livelihoods.

Enrichment

Citizen Life

Urban Design
Creating a better, characteristically "Yokohama" cityscape.

City

Enrichment

Our aim for urban design is to create a better, characteristically "Yokohama" cityscape that integrates residential life with the city itself. The resulting structure sees both sides sharing a positive, cyclic reaction, with each benefitting the other—the product of urban design becoming a part of the daily citizen routine. So, to everyone who picked up this booklet, let us strive to realize such a city—together.
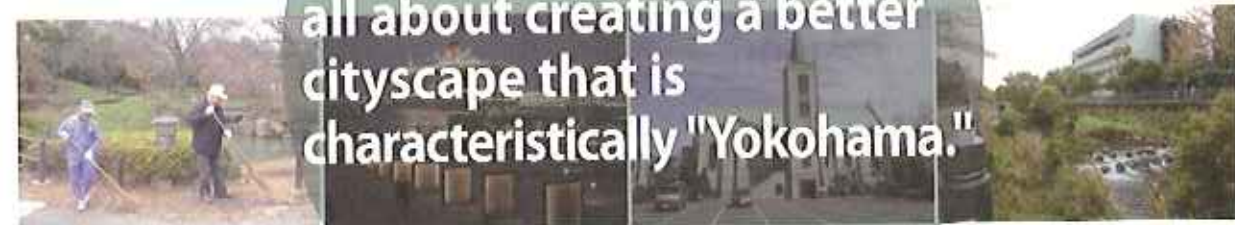
Yokohama's urban design is

all about creating a better cityscape that is characteristically "Yokohama."

- Chapter 1 -

The Cornerstone of Yokohama's Urban Design

<<< An In-Depth Explanation

Chapter 1 - The Cornerstone of Yokohama's Urban Design

1-1: Our Principles

Our urban design principles for Yokohama can be summed up in the following goal: To realize a city with aesthetics, uniqueness, and humanity.

As stated, we aim to realize a Yokohama that melds aesthetics and uniqueness in a warm, down-to-earth fashion. That is what drives our design process.

The spark behind Yokohama's urban design is very social in nature—including such issues as wartime damage to the city, delayed post-war recovery due to property/asset seizure, city overgrowth during the economic bubble, and population increase. We are constantly in search of the Yokohama's perfect form in relation to the current times and social landscape. It is through this process that our aforementioned goal of realizing a city with aesthetics, uniqueness, and humanity came into being.

Our principles allow for a versatile interpretation, changing with the times, society, and the individual —thus imbuing them with a very universal quality. As such, these principles motivate us to constantly pursue the true meaning of a beautiful, unique, and human-like city.

But what does such a city entail for the age at hand?

As the whole of society becomes more complex, so do the lives of our citizens. Our vision holds that the daily lives of the citizen and the accomplishments therein are the basic elements composing Yokohama's charm. Therefore, citizen life bursting with spirit and vigor will naturally bring about a city with the kind, human qualities we seek.

Yokohama is now blessed with the twin boons of a strong foundation for urban development and a highly satisfactory standard of life. We believe individuals are ready to become the main characters in this story of urban design we aim to weave—one that will elevate Yokohama to the new level of aesthetics, uniqueness, and humanity described in our vision.

Chapter 1 - The Cornerstone of Yokohama's Urban Design

1-2: What Urban Design in Yokohama Entails   * Urban design activity means to engage in urban design.

Our process begins with each individual envisioning his/her ideal life-style and then proactively engaging in a wide net of activities to make the conceptual a reality.

1) Everything starts with the citizen and his or her vision of the ideal life.

Cities are an amalgamation of individual lives. That is why the enrichment of these lives will naturally facilitate a better a city. In turn, the improved city will enable citizens to lead even better lives. In order to realize this cycle of positivity, it is important that one first envisions his or her ideal lifestyle at the conceptual level.

2) Share your vision of a better, characteristically "Yokohama" cityscape before taking action.

To harness urban design at the individual level and facilitate sweeping, city-level change, it is integral that a common directionality intersects the ideal lifestyles of our citizens. Put simply, in order to create a better, characteristically "Yokohama" cityscape, we need to share what the concept exactly entails. This idea is, after all, the basic motivation behind Yokohama's urban design.

3) Involve all areas of the city.

For residents of Yokohama, commuting between suburban and metropolitan areas is a common activity. We also see rivers and other bodies of water joining urban regions to forests, mountains, and other sprawling patches of nature. Yokohama is, therefore, a place composed of more than dense city stretch. This dictates fashioning a better cityscape that is characteristically "Yokohama" in spirit be undertaken collectively—and not just by a select few regions.

4) The project must bridge a variety of differing fields.

Our goal is to make life in Yokohama—and Yokohama itself—better. Thinking only of physical facets like the geometry of the cityscape, its color, and so on is not nearly enough. We need to come together, bridging various fields of expertise and even entire generations. We need to work with both the average Joe and large organizations. We need to consider economics on par with cultural and public welfare factors. We need to view macro-scale enterprises as equal to grassroots movements. Only by bridging all these gaps can we achieve the truly complete lifestyle we are so capable of.

5) Take to the project with the big picture in mind.

Our ideal picture of life must be immune to short-term trends and tides. If we are able to collectively generate concepts capable of standing time's test, Yokohama and the individual lives therein will become that much better. The ideal lifestyles we envision must be applicable to the long-term situation—the big picture. Only then will a scenic Yokohama, which ensures lasting prosperity, come to be.

- Chapter 2 -

Criteria for Understanding Yokohama

<<< About Scenery

Chapter 2 - Criteria for Understanding Yokohama

2-1: Our Criteria

Our criteria for understanding Yokohama dictate our vision of it now—and how it will be shaped moving forward.

The city is a hub where many people live, work, or temporarily stop by. In addition to the man-made infrastructure of roads and buildings, there exist rivers, mountains, the ocean, and many more manifestations of Mother Nature—all moving to their own respective rhythms. In short, there are more than a few components constituting what we know as Yokohama—exactly why it is important to define clear criteria with which to examine it.

The vision we have for Yokohama's urban design analyzes the city on three main levels: space, activity, and mentality.

As touched on, the term "city" implies many facets, many of them more than meets the eye. Roads, buildings, geology, and vegetation are elements governing what we can call physical "space." Within this space occurs the bustle of daily life, such as commuting, sightseeing, and commercial activity—or simply "activity." Lastly, we have the mental and emotional states implied by such activity, such as initial motivation, comfort, enjoyment, and happiness—which we shall term "mentality."

There is yet another shade of nuance to examining our city which we employ. To achieve urban design which interprets individual fulfillment and standard of life in intimate tandem with Yokohama itself—we will be using the expression "scenery" as an interchangeable term with "city."

The above three criteria should be used as guidelines for individual visualization of the ideal lifestyle. Though each person's ideal will differ, these universal criteria for understanding Yokohama will highlight commonalities, allowing even differing ideals to meld—and ultimately become part of the city scenery itself.

[Space]   Physical components of the infrastructure and environment, both natural and man-made.

Ex: Buildings, the cityscape, roads, plazas, train stations, ports, all manner of vegetation, the sea, rivers, and mountains.

[Activity]   The human activity occurring within these spaces.

Ex: Working, living, commerce, tourism, leisure, sanitation, communication, commuting, and so on.

[Mentality]   For our purposes, we will be using this term to describe the initial motivation and emotional effects tied to activity.

Ex: The will to work, as well as live in   or travel to—a specific area, pleasure, happiness, comfort, love, surprise, etc.
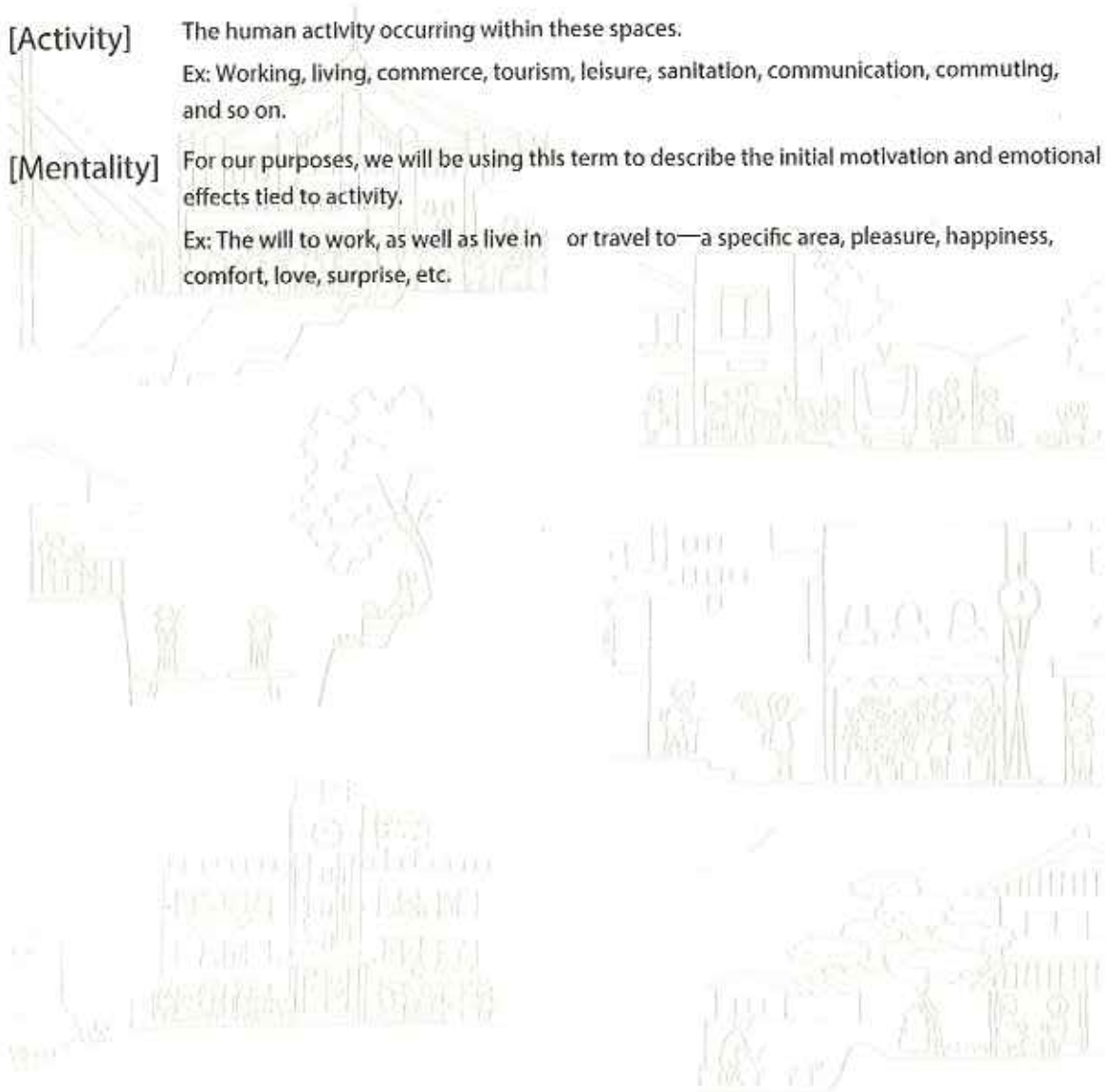
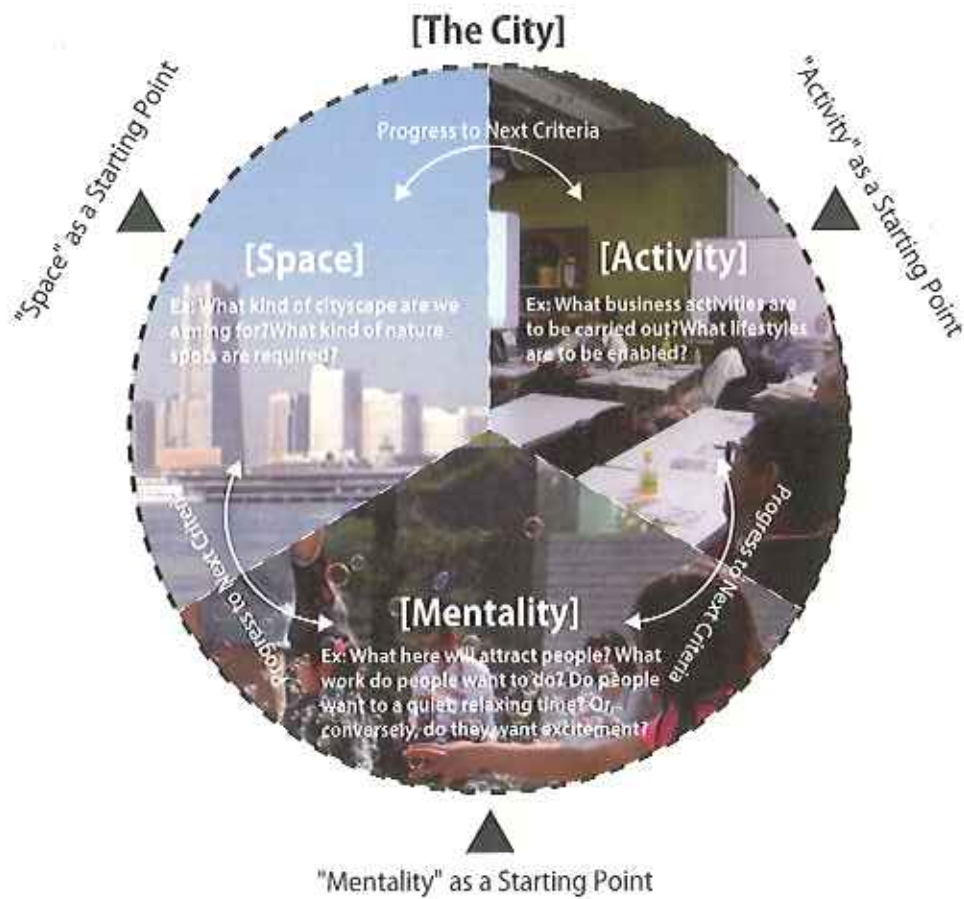# Chapter 2 - Criteria for Understanding Yokohama

2-2: Results of Our Criteria

The three criteria afford tangible choices to individuals when beginning to outline their ideal Yokohama, as well as highlight common elements.

These guidelines provide citizens with concrete choices during the first phase of urban design.

Where should one begin when generating the idea of his or her perfect city? This is where the three criteria touched on become indispensable tools. Starting to think within the conceptual scope of "space" will lead one to examine streets and nature spots. If starting from "activity," one will consider residential life and business. If "mentality"—mental motivators, such as the will to live and work. As you can see, each criteria serves as an initial point to the visualization process. It also shows how to go about executing plans, as well as what to adjust when stuck.

The criteria also help highlight common characteristics among differing ideals.

Filtering one's view of the city through these three criteria is synonymous with building the city according to them. There is one thing to be wary of, however. Infrastructural engineering is mainly a "space" category subject, while commercial and industrial development would be filed under "activity." Improvements to the service sector and providing impetus for economic bustle naturally go to "mentality." Note, however, that limiting one's analysis to the principle criteria of any one field brings with it the danger of creating rather skewed scenery. One must remember that the city is a multi-faceted entity. In order to conceive scenery enabling a truly balanced lifestyle, we must not operate according to a single criteria, but all three.

[The City]

"Space" as a Starting Point

"Activity" as a Starting Point

Progress to Next Criteria

[Space]
Ex: What kind of cityscape are we aiming for? What kind of nature spots are required?

[Activity]
Ex: What business activities are to be carried out? What lifestyles are to be enabled?

[Mentality]
Ex: What here will attract people? What work do people want to do? Do people want to a quiet relaxing time? Or, conversely, do they want excitement?

Progress to Next Criteria

Progress to Next Criteria

"Mentality" as a Starting Point

- Chapter 3 -

Value Sharing

<<< The Implications of a Better Yokohama

Chapter 3 - Value Sharing

3-1: Why It is Significant

The act of sharing core concepts and values important to the project will help unify its overall direction, making the road to realizing a better Yokohama much smoother—while also serving as an important motivator for individual-level activity.

After the visualization process is complete, the time for execution comes—the first step of which is sharing what a better Yokohama truly entails. This gives urban design themes a more overarching nature, ensuring they lead to a city that is better for the entire populace.

On page 21 you will find five core values we have devised to serve as the skeleton for a better Yokohama, in the most distinctly Yokohama of ways.

By circulating these five core values, a shared perception of what a better Yokohama truly entails comes into being. And when this concept is finally made a reality, so too will a better Yokohama for all.

This kind of value sharing aids process synergy. It bestows any one activity with consistency by holding its participants to defined standards. The same principle applies when dealing with multiple, differing activities as well. It also enhances individual work freedom, serving as an important motivator to get the job done. Working freely while maintaining certain agreed standards also helps individuals tap the full breadth of their creative potential—an important factor in overcoming obstacles. To summarize, the significance of sharing the five core values lies in their ability to stimulate individual activity.
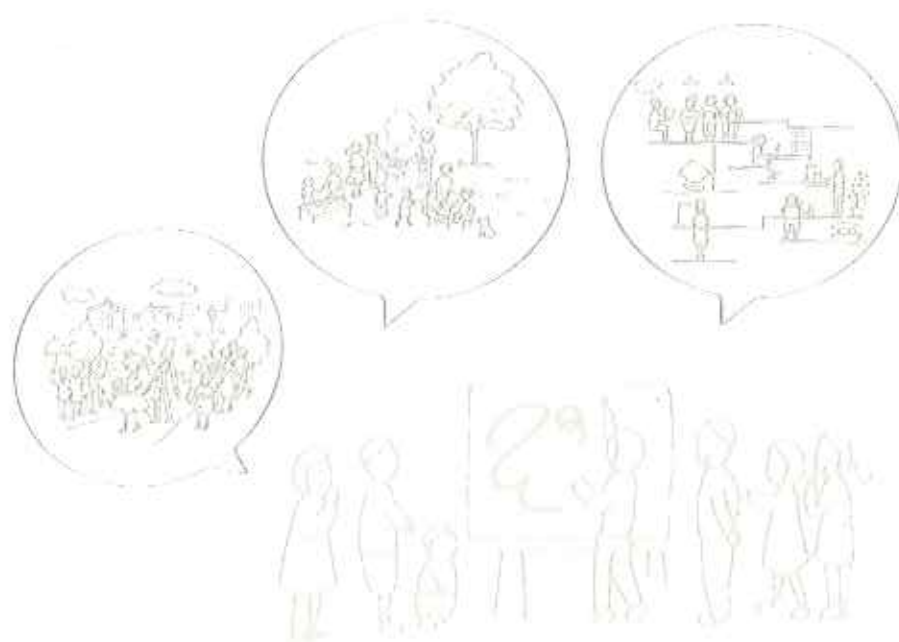
Chapter 3 - Value Sharing

3-2: The Five Core Values

Better, characteristically "Yokohama" scenery requires Yokohama values be utilized in the building process.
We have distilled the city's spirit into the five core values explained below.

Creativity

A broad concept encompassing the defining characteristics of the land. These span the skills of the individuals occupying it, their characteristics, corporate activity, economic vitality, and historical sites. All these factors must interoperate with each other in a fashion sensitive to the current times while also holding the future in mind.

Intimacy

This describes the close relationships people share with each other and the environment. It also refers to the capacity of a city to facilitate the chosen lifestyles and activities of its residents. An intimate environment is highly conducive to communication, interpersonal discovery, and orienting the spotlight on new things.

Tolerance

Equal respect is given to people of different generations, nationalities, lifestyles, and occupations. New challenges and failures are accepted with a development-driven stance. The spirit of inclusion is extended to all.

Harmony

A trait which deals with social structures and the physical regions they occupy. The former spans individuals, local communities, corporations, and public institutions. The latter includes metropolitan areas, suburbs, other cities, and so on. All these differing components form a united, organic entity when working together in harmony.

Narrative Significance

Refers to defining regional characteristics. These include geography, nature sites, townscapes, local lifestyles, history, and culture—the narrative material with which the story of a specific area or activity is woven. This trait is the extra quality of nuance a land possesses—the spark which encourages a special type of fondness and local pride.

Yokohama has traditionally held these five core values close to heart and will continue to build itself upon them.

Yokohama is often cited as a leading city, but why? We believe it is due to our stance of **always thinking outside the box—of maintaining a high level of creativity to pave the way for a new era.** Social issues become more complex each day. To stay a beacon of hope amidst it all, **our resources (infrastructure, human activity, individuals, history, etc.) must be reconfigured** to facilitate creativity which will bring **future-oriented action and results.**

Since the Port of Yokohama's official open, many have flocked here. Indeed, **the city is a wonderful place to take up residence, with a certain serenity permeating its contours, contributing to the intimate bond it shares with each citizen.** Such factors have powered Yokohama's impressive development to this very day. And now, grave social issues serve to remind us of intimacy's ever rising importance. A spike in the number of households composed exclusively of senior citizens or bachelors foreshadow population decline in the decades to come. Green areas continue to recede. **If we hope to maintain healthy relationships with each other and the environment,** society must be guided to its next destination by the warm light of intimacy.

Yokohama has traditionally played the role of an international crossroads, connecting different countries, cultures, people, and their cargo. **It is said that staying here three days will turn you into a local**—this owes much to the city's stance of tolerance, **which opens the door those of all walks.** If we are to continue being a site of innovation, **maintaining an open stance to new peoples and concepts is not only paramount—it is one of our greatest assets we need to further develop.**

Yokohama is composed of various areas, each with their own unique characteristics—**important assets which are best tapped when all regions work in tandem. Local entities interoperate with business to coordinate and grow in a very organic fashion,** illustrating how Yokohama came to be what it is today.
Moving forward, **our diverse palette of human resources needs to continue its close relationship with various economic and social endeavors, thereby effecting positive change across the board.**

Our city **bears an exotic air** which complements a **grand history—juxtaposed against bold modernity.** It is the backdrop for cultural strides in the fields of **music, cinema, literature, and more—making Yokohama a place with its own unique narrative.** This narrative imbues the city itself and the lives therein with extra depth and flavor. In order to remain a city loved by both our citizens and the world, **we must treat our people as the main characters in this epic—inspiring them to weave their own personal stories of life in exciting ways.**

Chapter 3 - Value Sharing

3-3: The Effects

Sharing these values and developing them further will enrich residential life and the fundamental qualities of our city, thus making Yokohama a better place for all.

Security, functionality, and economic potential. All these and more can be defined as basic elements of a city, which require thorough consideration if the aforementioned five core values are to thrive.

However, such basic factors tend to be viewed in ways pertaining to scale or quantity. This strictly quantitative evaluation can lead to a stilted view of only what manifests in the numbers. This is exactly why it is important to include the five core values in our battle plan. Their qualitative nature allows for a more well-rounded approach, one which will ultimately develop the basic, quantitative elements as well.

In short, working on the five core values means to improve the city at a fundamental level, raising Yokohama's overall quality.

Creativity

Narrative
Significance

Intimacy

**Overall
City Quality**

Harmony

Tolerance
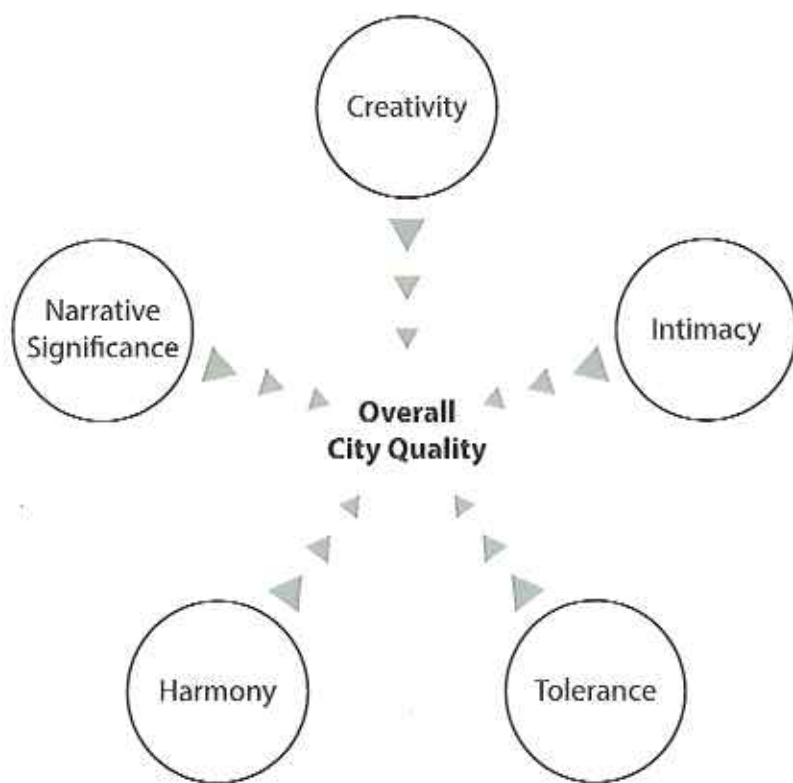
These five core values, qualitative in nature, reinforce the city's most fundamental elements, leading to an overall better Yokohama.

- Chapter 4 -

Project Execution

<<< Where to Begin

Chapter 4 - Project Execution

4-1: Establishing a Battle Plan

Now that we have a vision, what must be done to make it a reality? Before execution comes careful planning which breaks down the required processes.

With people's ideal visions for Yokohama and the core city values duly circulated, the final resulting picture should now have wide-reaching appeal—touching even those who did not directly take part in the initial idea generation. **If the project goal is truly worthy and well-received, the more yea-sayers there will be— dictating a large number of people from all fields and generations cooperate to make the conceptual a reality.**

At this point it becomes important to pause and plan. The project's direction, required action, and manner of execution—all need to be thought out. This makes everything smoother and increases the overall chance of success.

As methodology varies according to the agreed end goal or activity in question—**each individual must think up and structure a plan of execution for his or her task. Clearly defining processes in this way aids mutual understanding and stimulates individual incentive to cooperate, paving the way to an ultimately grander cityscape.**

Execution is the precursor to achieving results. It is the accumulation of such tangible results which fuels the city's enrichment—making the planning stage of the project extremely vital (in addition to actual execution).

Chapter 4 - Project Execution

Three planning pointers we utilize: stance, perspective, and action.

There are three key pointers when planning we would like to highlight—namely stance, perspective, and action.

For any goal-achieving activity to occur, a great number of people must first join hands. Such a situation necessitates the individuals involved understand the following: 1) from what role must work be carried out (stance), 2) what factors require consideration (perspective), and lastly, 3) what exactly must be done (action). Treading carefully in this fashion **kinetically energizes the project and gives it unity.**

Let us further elaborate on each pointer. Stance deals with role. Does the individual in question possess a forefront role? Or perhaps it is an ancillary one, to support those at the forefront. Perhaps it is veiled behind the scene. All these are possible stances one can have. As for perspective, this concept deals with analyzing which facets of one's job need to be scrutinized in order to raise overall job quality. Action, on the other hand, includes what specifically needs to be done and how. **These will become clearer the more one pursues a relationship built on mutual understanding with project members.** But for it all to begin—one must first share an understanding of these pointers with the team.

[Planning Pointers]
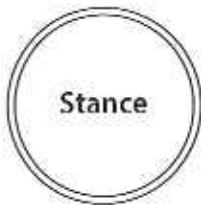
Stance : What role is work being carried out from?

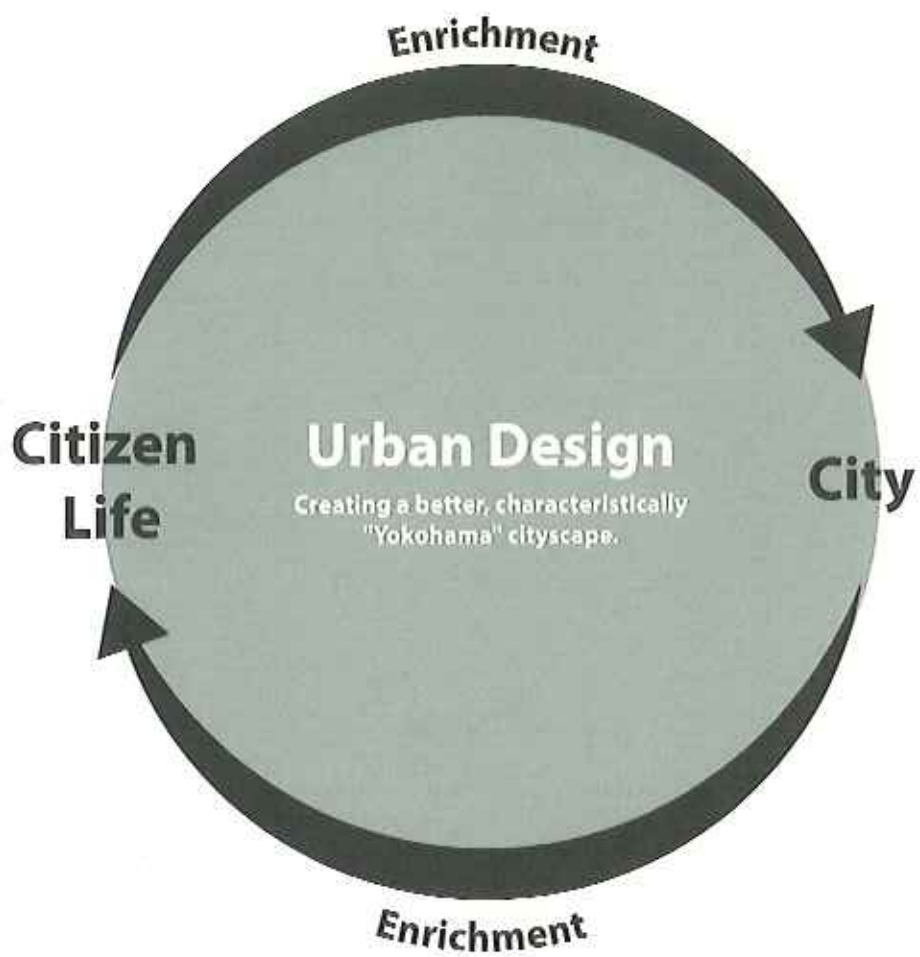**Perspective** : What factors require consideration?

Action : What exactly must be done?

- Chapter 5 -

The Yokohama Urban Design Administration Initiative

<<< YUDA's Ideal Cityscape

Enrichment

Citizen
Life

Urban Design
Creating a better, characteristically
"Yokohama" cityscape.

City

Enrichment

[The Mutually Positive Cycle of Lifestyle and City]

Urban Design as a Part of Our Daily Routine

The ideal Yokohama as envisioned by YUDA places urban design endeavors as a daily concept of city life—nurtured by proactive resident participation. The accumulation of individual urban design deeds performed in this spirit will contribute to the big picture of a better and grander Yokohama cityscape.

This big picture features urban design etched into daily routines and corporate schedules, thereby becoming a cultural norm in a sweeping variety of regions and fields. What this leads to is an enduring cycle of cityscape production that is characteristically "Yokohama"—which, in turn, enriches citizen life. To make this cycle a reality, we must work to integrate urban design into our daily routine.

If people understand urban design to be a mechanism for enriching their lifestyles, each design project will come to share the same fundamental criteria (refer to chapter 2) and core values (refer to chapter 3), with the city's overall quality rising as the accomplishments mount. In other words, our model sees individual lifestyle quality sharing a direct connection with city quality.

Yokohama is faced with a large variety of foundation-rocking factors. Aging residencies and infrastructure. Natural disasters. Changes in mechanisms of industry and employment. An aging, shrinking population and other shifts in family structure. Rivalry with other cities. New issues related to globalization. And these are just a few. Indeed, life for our residents continues to complexity and diversify. But though these topics present an outwardly difficult situation, integration of urban design into our daily routine will, conversely—use conundrums at the individual level as fuel to generate positive change for the city.

This positive change will propel us closer yet to our design principle of melding aesthetics and uniqueness in a warm, human fashion.

# Chapter 5 - The Yokohama Urban Design Administration Initiative

5-2: A Summary of YUDA's Approach

[YUDA's Plan for Making Urban Design a Part of Our Daily Routine]

This chapter will outline YUDA's plan for integrating UD (urban design) into daily routines.
*More detailed information of what is summarized here can be found on the next page onward.
*UD activity = urban design activity

Stance — **YUDA will operate from a coordinator role.**
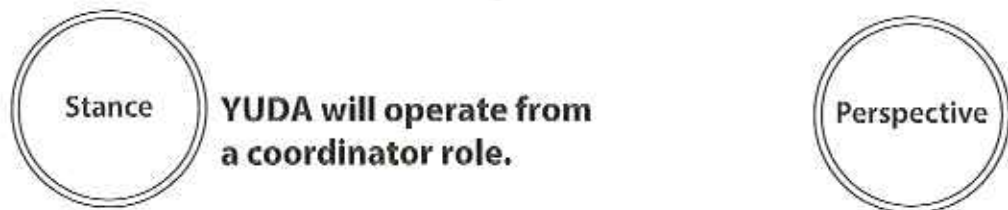
Perspective

In order for people to feel like the main players in their respective UD tasks, thus energizing work incentive   YUDA intends to assume a lead position, guiding integration of UD into our daily routine from a broad variety of angles.
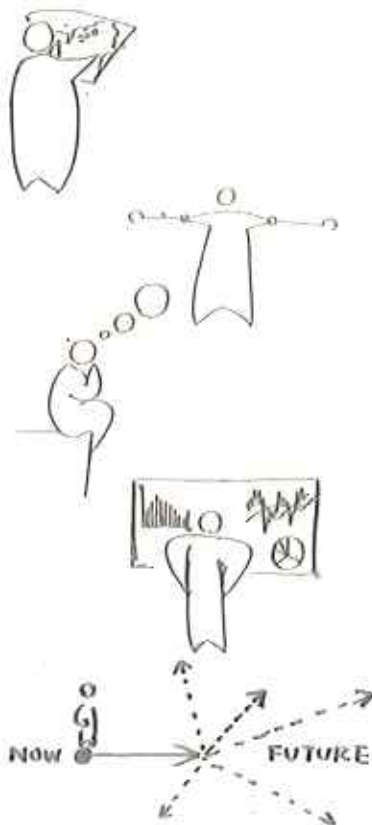
Five Possible Perspectives

1. A Comprehensive
   Bird's-Eye View

2. An Interconnected
   View of Related Factors

3. A View of the Pure
   Essentials

4. A Long-Term Effects
   View
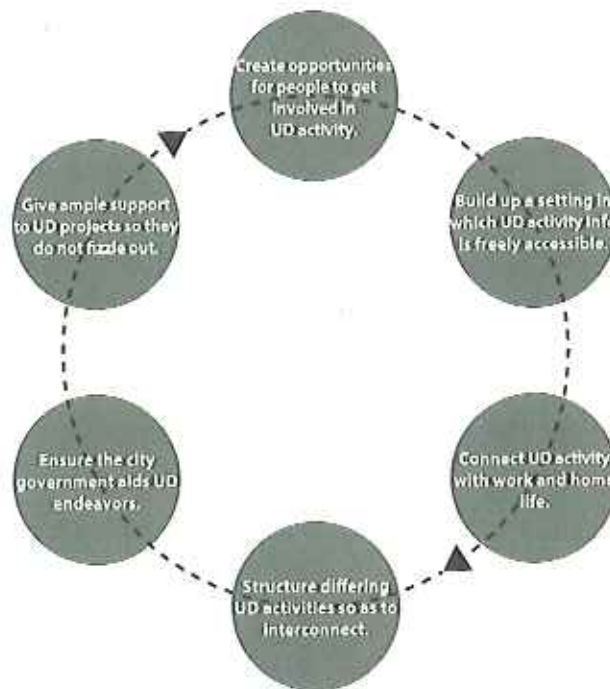
5. A View with Extra
   Headroom for Change

What YUDA's coordination needs to focus on:
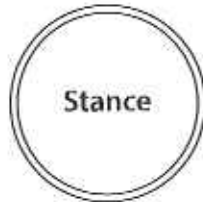
Action

Making UD a daily topic in citizen life.

The Process of Daily Routine UD Integration

Create opportunities for people to get involved in UD activity.

Build up a setting in which UD activity info is freely accessible.

Connect UD activity with work and home life.

Structure differing UD activities so as to interconnect.

Ensure the city government aids UD endeavors.

Give ample support to UD projects so they do not fizzle out.

Now

FUTURE

Chapter 5 - The Yokohama Urban Design Administration Initiative

5-3: YUDA's Stance

(Stance) **YUDA will guide integration via the role of coordinator.**

To embed the concept of UD on a daily routine level, <u>the motivation of citizens must be kindled by placing them as main players in their respective tasks.</u> This is why YUDA intends to engage from a broad, leading stance.

YUDA's role of coordinator is a wide-reaching one which implies many things—motivating people from behind the scenes, keeping pace alongside them, as well as guiding from a vanguard position. <u>How YUDA engages the individual will change with the situation, ensuring the methods best suited to help citizens keep up with their daily UD can be employed.</u> This flexible approach will enable Yokohama residents to engineer better scenery, an effect which can be amplified to the whole of Yokohama when used in conjunction with the action and five perspectives to be explained in later pages.

<u>Once YUDA's coordination and individual action develop a complementary relationship, projects will become more efficient, moving the city closer to the ideal of daily routine UD integration.</u>

[A Graphical Breakdown of YUDA's Coordinator Role]

Stand at the Fore

Ex: Business proposals, model projects, social experiments, etc.

Stand Parallel to Individuals
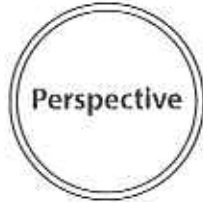
Ex: Hold conferences, make adjustments, etc.

A coordinator role implies taking on a broad range of roles to meet changing situations.

Support from Behind the Scenes

Ex: Circulate Info, revise systems, give evaluations, etc.

Chapter 5 - The Yokohama Urban Design Administration Initiative

5-4: YUDA's Perspectives

Perspective

There are actually a total of five perspectives YUDA must account for as leader.

In order for individual action to occur within a realistic framework—the results going on to construct a better Yokohama—YUDA coordination must consider the following five perspectives.

A Comprehensive Bird's-Eye View

This view stretches from UD activity sites across the entire city, taking into account societal and region-specific traits. This allows UD projects to bridge various areas and become a more extensive, overarching entity.

An Interconnected View of Related Factors

This view looks at a vast range of related factors to compose a network. Examples of such factors include the past and present, children and the elderly, etc. Connections are drawn between various regions and fields of analysis, with the resulting UD projects interoperating in harmony.

A View of the Pure Essentials

This view examines the meaning and significance of each UD project, taking note of the connection between the big scenic picture and the beauty of its finer details. In order to raise UD quality, the essence of the issues at hand is thoroughly analyzed.

A Long-Term Effects View

Residential life, economic activity, regional communities, and environmental issues are put under the microscope. A view concerned with producing long-term effects is taken to bring lasting UD benefits.

A View with Extra Headroom for Change

Headroom for positive change is secured by emphasizing flexibility in project structure, functions, and purpose. This enables UD activity to birth new ideas while fanning motivation.
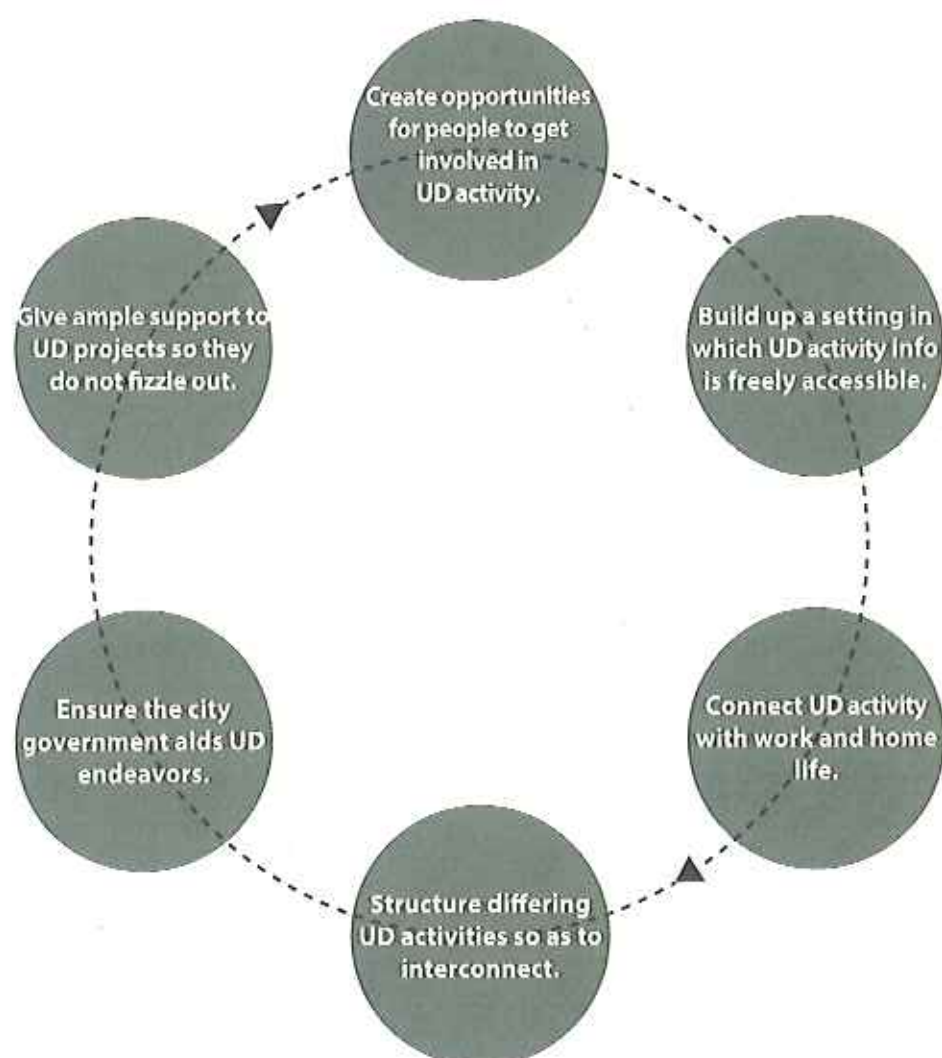
5-5: YUDA's Action
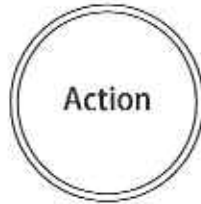
(Action) **Establish and Promote a Clear Process Toward Daily Integration**

For UD to become a normal part of the daily routine, we feel it is important to stay flexible in relation to the various activities under YUDA's coordination. In light of this, we have established a six stage process for daily integration of UD—one tailored to enable citizens to embark on this UD journey, realize goals, and maintain results.

[The Six Step Process of Daily UD Integration]

*UD activity = urban design activity

Create opportunities for people to get involved in UD activity.

Build up a setting in which UD activity info is freely accessible.

Give ample support to UD projects so they do not fizzle out.

Connect UD activity with work and home life.

Ensure the city government aids UD endeavors.

Structure differing UD activities so as to interconnect.

5-5: YUDA's Action

Create Opportunities for People to Get Involved in UD activity

○**Set entrance points for citizens to embark on their UD journey.**

Beginning with mass circulation of YUDA's vision, we plan to showcase examples of UD, provide general education regarding its aim, and so on. This creates an entrance point for the population to get involved.

Ex: Hold introductory UD seminars/symposiums,

　　hold workshops for teaching UD idea generation and the fun therein,

　　hold events for both children and parents (such as picnics),

　　hold tours of Yokohama which are thematically grounded in UD

○**Provide chances to learn about UD.**

This entails creating a situation in which UD beginners (who have only started learning) and veterans (already involved in UD projects) can learn more about UD at any given time.

Ex: Hold lectures and symposiums led by UD experts,

　　hold UD-themed classes and seminars

Create opportunities for people to get involved in UD activity.

Build up a setting in which UD activity info is freely accessible.
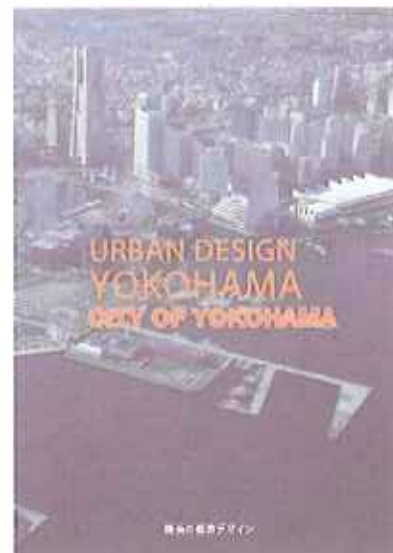
Build Up a Setting in Which UD activity Info is Freely Accessible

○Amass and catalog UD information.

Gather data on past UD achievements, ongoing projects, and future plans, editing it down into a digestible format.

Ex: Compile informative pamphlets/leaflets, maps, magazines, and publications (both paper and electronic)

○Analyze and evaluate UD data.

Analyze the gathered data for evaluation.

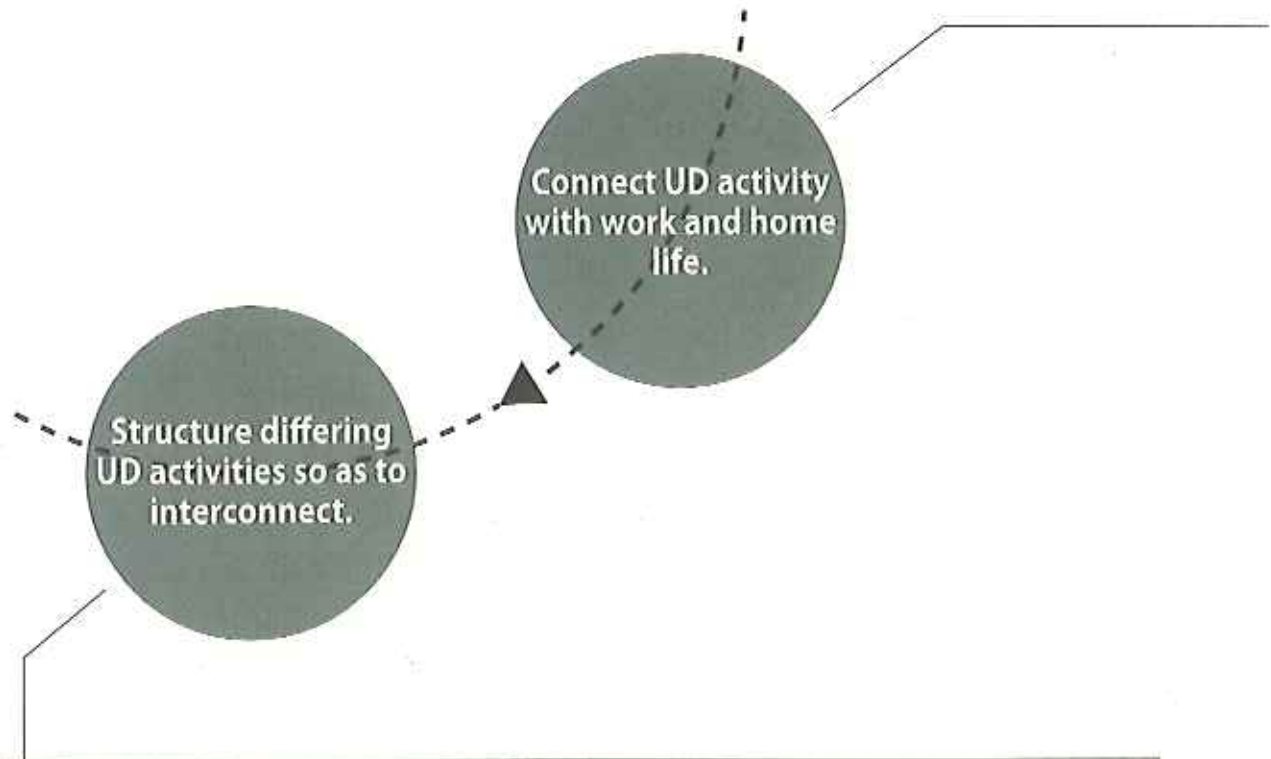Ex: Reorganize UD data into statistics,
    apply comparative verification

○Make the UD data "open" via publication/sharing.

The analyzed/evaluated data is made open to the general public.

Ex: All UD records, studies, and related data are stored on a special databank for public access.

5-5: YUDA's Action

Connect UD activity with work and home life.

Structure differing UD activities so as to interconnect.

Structure Differing UD activities so as to Interconnect.

○Propose Themes and Issues

Themes and issues spanning various fields, regions, generations, or perhaps pertaining to society in general are brought up for YUDA to look into—spurring interaction between differing UD teams and allowing them to potentially interlink.

Ex: Establish a research committee dedicated to researching themes and social issues.

○Allow people of differing fields to work together.

People of differing fields and positions need a place for discussion on equal ground to encourage cooperation.

Ex: Establish consortiums or UD centers, hold UD forums

○Put together model/experimental projects.

Different professional fields and generations come together in public projects. Motivated corporations and individuals unite to face a common challenge. Model/experimental enterprises utilizing new methods are taken on by the entire administration.

Ex: Projects aimed at reinvigorating public spaces and facilities, as well as teaching about their general use, are established as a joint effort between the people and municipal government—involving all parties right from the initial planning stages and onward.

Connect UD activity with Work and Home Life

◯Industrialize UD.

Create an environment in which UD-oriented businesses and business operators working to solve city problems can flourish—eventually becoming important corporate/industrial entities of their respective regions.

Ex: Hold start-up seminars presenting UD as a viable business,
hold conferences aimed at stimulating the UD industry

◯Encourage real research application/social experiments.

Push for research from all fields to be put into experimental action within real, societal contexts. Society then becomes a tool for effectively stimulating research efforts aimed at UD.

Ex: Aid data collection, propose issues, provide info, mediate with various regions, execute projects bringing industry and academia together, facilitate social experiments

◯Advocate UD participation as a lifestyle choice.

A place for discussing regional issues from a UD perspective is established, with UD advocated as both part of regional culture and individual lifestyle.

Ex: Hold regional conferences to formulate UD solutions for regional issues

Chapter 5 - The Yokohama Urban Design Administration Initiative

5-5: YUDA's Action

Give ample support to UD projects so they do not fizzle out.

○Coordinate newsworthy activity outside of Yokohama as well.

The amplification of our city's beauty via UD needs to be projected outside the city as well. In order to ensure current UD activity is maintained and new ones emerge—outside evaluation needs to be acquired and publicized for all to see.

Ex: Events outlining Yokohama UD projects are held outside the city,

experts hailing from other cities are invited to large-scale UD meetings,

various media ranging from magazines, websites, online video streaming, and more are effectively used in both domestic and international scopes

○Aid UD longevity.

Even after UD projects have produced results, it is important their activities and concepts are carried on in order for the improved cityscape to persist over a long period—thereby becoming culturally engrained across a variety of regions and fields.

Ex: Lay down a certification system which recognizes UD endeavors for long-lasting effects and upkeep of city scenery,

give benefits to activities with a clear long-term plan,

establish and support management committees

Give ample support to UD projects so they do not fizzle out.

Ensure the city government aids UD endeavors.

Ensure the City Government Aids UD Endeavors

○**Structurize systems and manage them**
Establish new systems and make adjustments as needed to maintain efficiency and raise UD quality.

○**Strengthen and improve means of discourse**
Simplify paperwork for UD systems. Foster an understanding, open stance toward UD on part of government employees. Work to heighten professionalism. Furnish speedy and flexible systems for discourse which can adapt to changing situations.
Ex: Build and assign dedicated teams for each administrative issue that arises, provide robust training to government personnel, establish clear methodology and steps for quality when making adjustments to landscape, design, and fine details

○**Effectively utilize public facilities.**
Advocate the effective utilization of public facilities, nature spots, roads, and so on, linking them with UD to invigorate the relevant projects and raise final quality.
Ex: Push for government and private entities to join hands in projects utilizing public facilities, apply aesthetic design to tasks like road-building, etc.
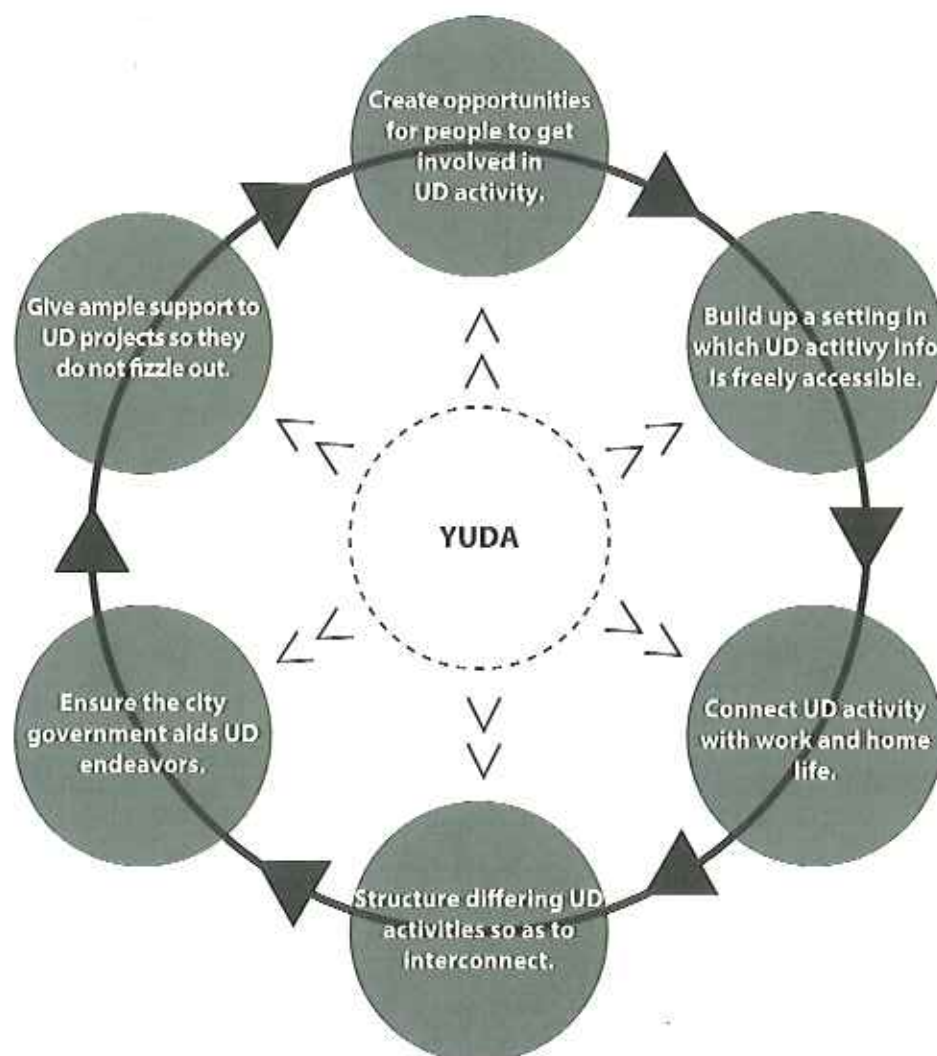
5-5: YUDA's Action

YUDA will become the point of contact for all UD-related queries from both intra and extra-administrative avenues, as well as a general planning entity—a position from which it will strongly promote the aforementioned daily integration processes.

Yokohama's municipal government appointed a UD head immediately after delving into the realm of urban design. Before long a dedicated branch, also called the "UD Division," was established—marking YUDA's official formation. The presence of such a specialized branch has allowed the government to initiate the planning of public facilities, make landscape adjustments, instate systems, rules, and other city-building mechanisms, etc.—building a better cityscape that is characteristically "Yokohama."

Moving forward, YUDA intends to exercise the full breadth of its experience and knowledge, acting as a contact point and planner for UD-related matters (from both in and outside Yokohama), with the goal of making UD a part of the daily citizen routine firmly in sight.

The Six Step Process of Daily UD Integration

*UD activity = urban design activity

Create opportunities for people to get involved in UD activity.

Build up a setting in which UD actitivy info is freely accessible.

Give ample support to UD projects so they do not fizzle out.

YUDA

Connect UD activity with work and home life.

Ensure the city government aids UD endeavors.

Structure differing UD activities so as to interconnect.

- Sketch Section -

Cityscape Sketchbook

<<< A Better Life, In Pictures

Sketch Section - Cityscape Sketchbook

The Sketchbook Explained

For us, UD starts with envisioning a better Yokohama.

To improve the city's scenery and build something characteristically "Yokohama"—we first need to imagine our ideal lifestyles.

This last chapter features a sketchbook for recording personal ideas and debate issues—for eventual use in jumpstarting real UD activity.

The sketchbook features a total of eight sections, one for the entirety of Yokohama, and the remaining seven for individual areas. The existing geography and cityscape is already drawn out, allowing you to overlay a rough sketch of the various improved cityscapes in your imagination. We have also included examples in each section to help get that pencil moving.

When sketching, it is recommended you reference chapters 2 and 3. If you remember, the former explains criteria for understanding UD. The latter outlines how individual visions for Yokohama scenery can enrich the entire city by way of value sharing.

Also remember to use the sketchbook as a tool for sharing and sparking discussion with others. When separate parties who share identical criteria (chapter 2) and the five values (chapter 3) come together for UD discussion—the end result becomes a more refined ideal people wish to realize.

Once your vision is drawn out, we encourage you to start acting on it. When doing so, refer to chapter 4, which describes how to go about planning execution.

Once we have a situation in which people are proactively working to realize their ideal cityscape on a daily basis—improved citizen life will, in turn, improve the city—the positive results flowing back to citizens, and so on. This is the basic idea behind a city built on daily UD.

Laugh ·Eat ·Learn
Work ·Play ·Take a deep breath
Everything which is needed for living is within a short distance.
Port and Hill ·Culture and Nature ·New and Historic
The town that is sometimes complex and enfolds many differences where people can live together comfortably.
The town where you can be natural and free
You and I meet, communicate and enjoy ourselves in the town.

The future 'City of Yokohama' is the town where the residents have imagined how the town should be.
The future 'City of Yokohama' which has accepted many different things over a long period of time and is creating new things has already started.

Now and the future are connected by real diversity through the opening of the port and the power of the residents who are creating an environment in which it is comfortable to live.
An open and free wind blows here.
Let's create that 'City of Yokohama' together.

(Taken from the official statement of the
"Open Yokohama" project—titled Future image of the 'City of Yokohama')

Sketch Section - Cityscape Sketchbook

Scenery Sketch 00: Yokohama - All Regions

A vast range of activity takes place within Yokohama's expanse, stretching from the sea, to the mountains, and beyond. Through our city runs a network of natural elements, molded to create a criss-cross of vegetation, water, and wind. All this is juxtaposed against a constant stream of people, items, things, finance, and information—flowing both in and out.

- Improved disaster measures which take into account geography, climate, and infrastructure
- An array of different lifestyles involving residencies, labor, child and nursing care, etc.
- Making the most of environmental factors such as the unique Yokohama geography, watersheds, and various natural resources
- Paths which follow ocean wind currents, leading up to the mountains
- A network of water which spans both metropolitan and suburban zones—bridging forests with the open sea
- An environment abounding in nature, with unbroken green extending from the sea to urban/suburban areas and mountain villages
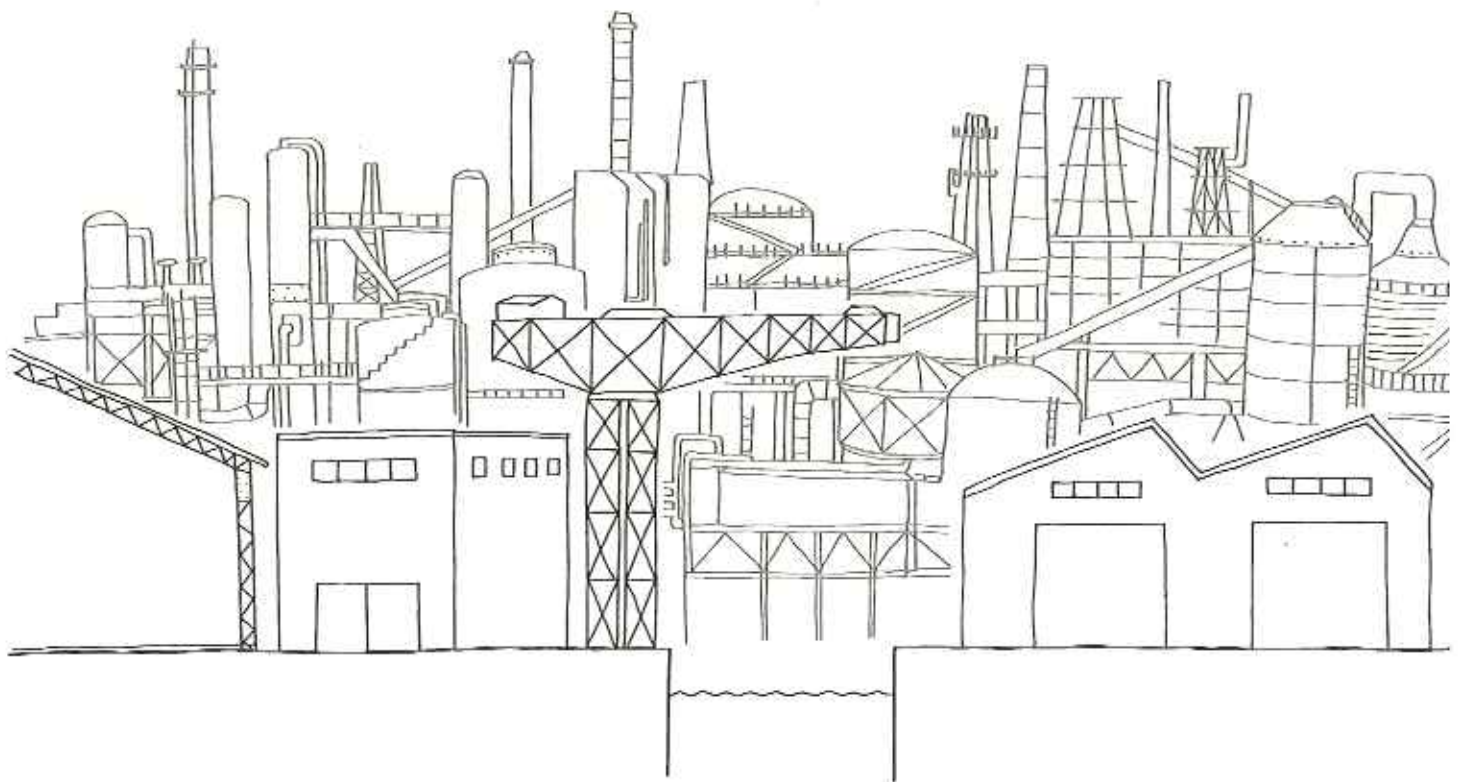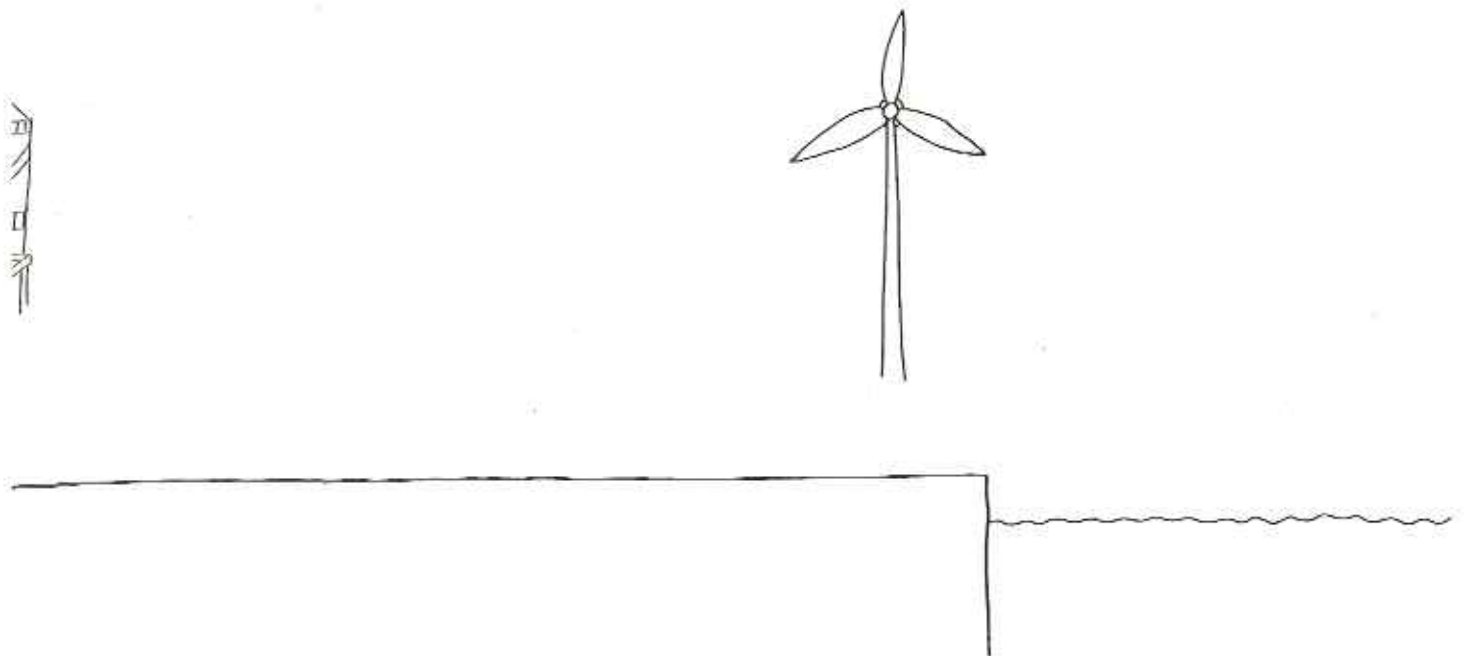-
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01: Industrial Coastal Area

02: Metropolitan Coastal Area #1

03: Metropolitan Coastal Area #2
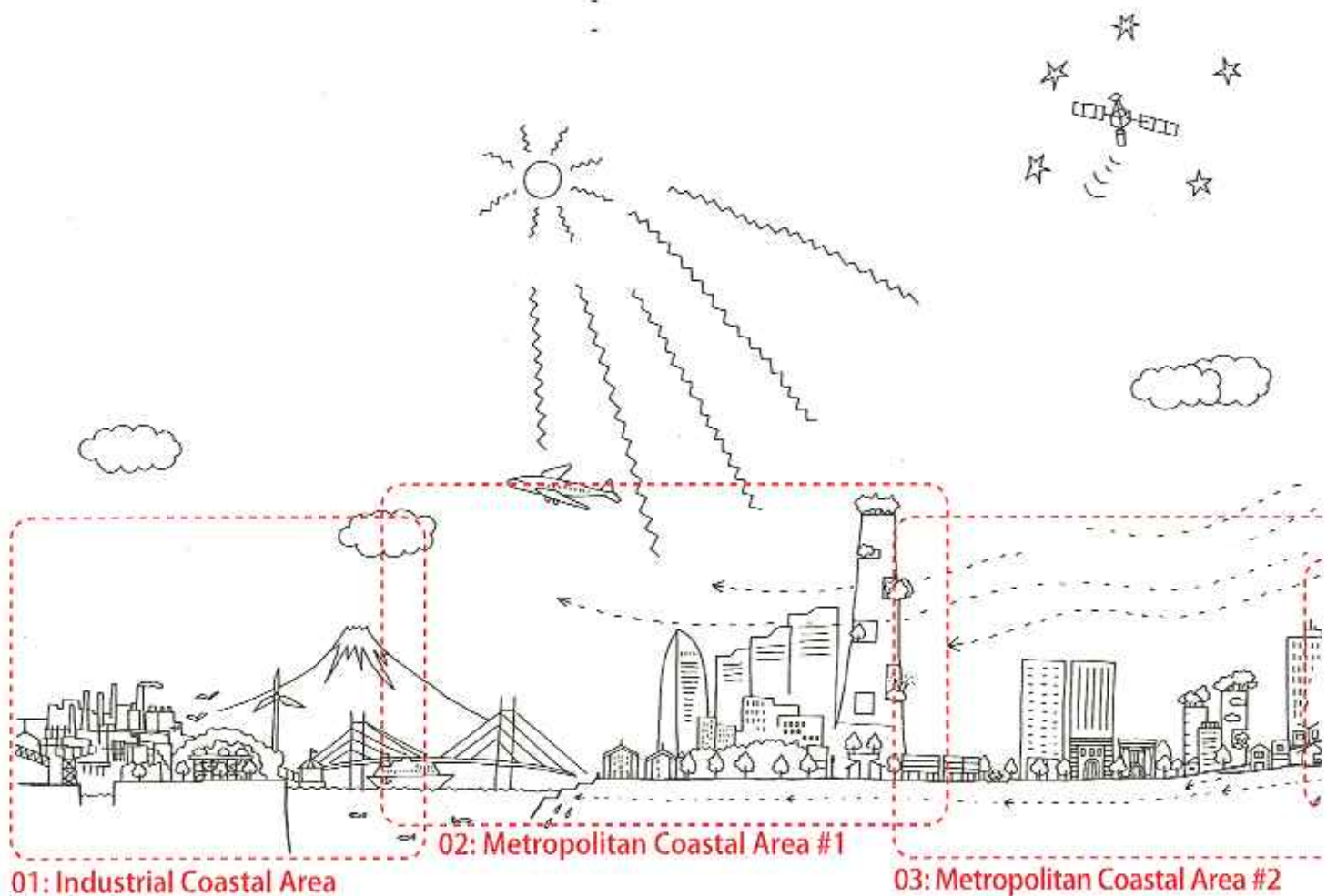
- People commuting from suburbs to urban areas and vice-versa (with many moving between metropolitan residencies and weekend flats)
- Supportive projects utilizing big data—such as welfare programs, measures against natural disasters, etc.
- Population flow due to relocation/tourism
- Capitalize on outside resources via trade, international/cultural exchange, and technology transfers
- Maintenance of the entire city transportation network and regional infrastructures
- Adapt basic city aspects and functions to ensure enduring positive effects
-
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05: Suburbs (Adjacent to Train Stations)

07: Suburbs (with Greenery and Agriculture)

06: Suburbs (Residential)

04: (Existing) Dense Urban Clusters
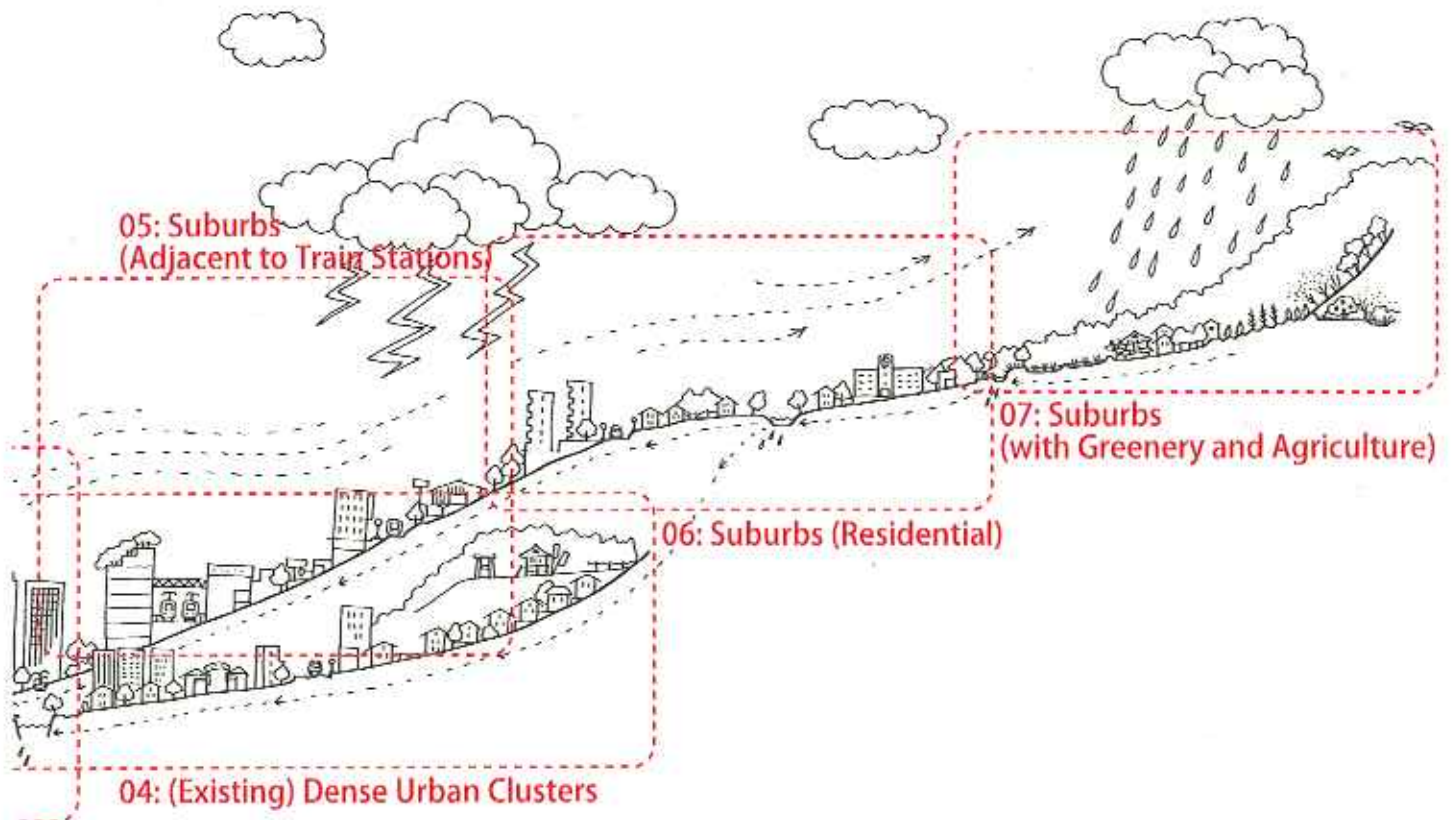
Sketch Section - Cityscape Sketchbook

Scenery Sketch 01: Industrial Coastal Area

Sketch Section - Cityscape Sketchbook

Scenery Sketch 01: Industrial Coastal Area - EXAMPLE

I think I'll catch a concert after I'm done with work today.
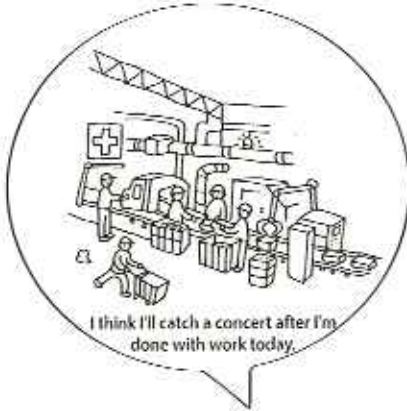
The defunct industrial area is now being put to good use while making the most of the land and buildings.

- Huge utilitarian overhaul of the area to create large commercial facilities and parks
- Attract R&D firms to erect buildings and create new industries
- Preserve historical industrial sites, including old factories and railroads
- Effectively utilize concert halls and large-scale movie studios
- Install a dock for emergency evacuation vessels
- Deconstruct army bases for extensive repurposing of the land
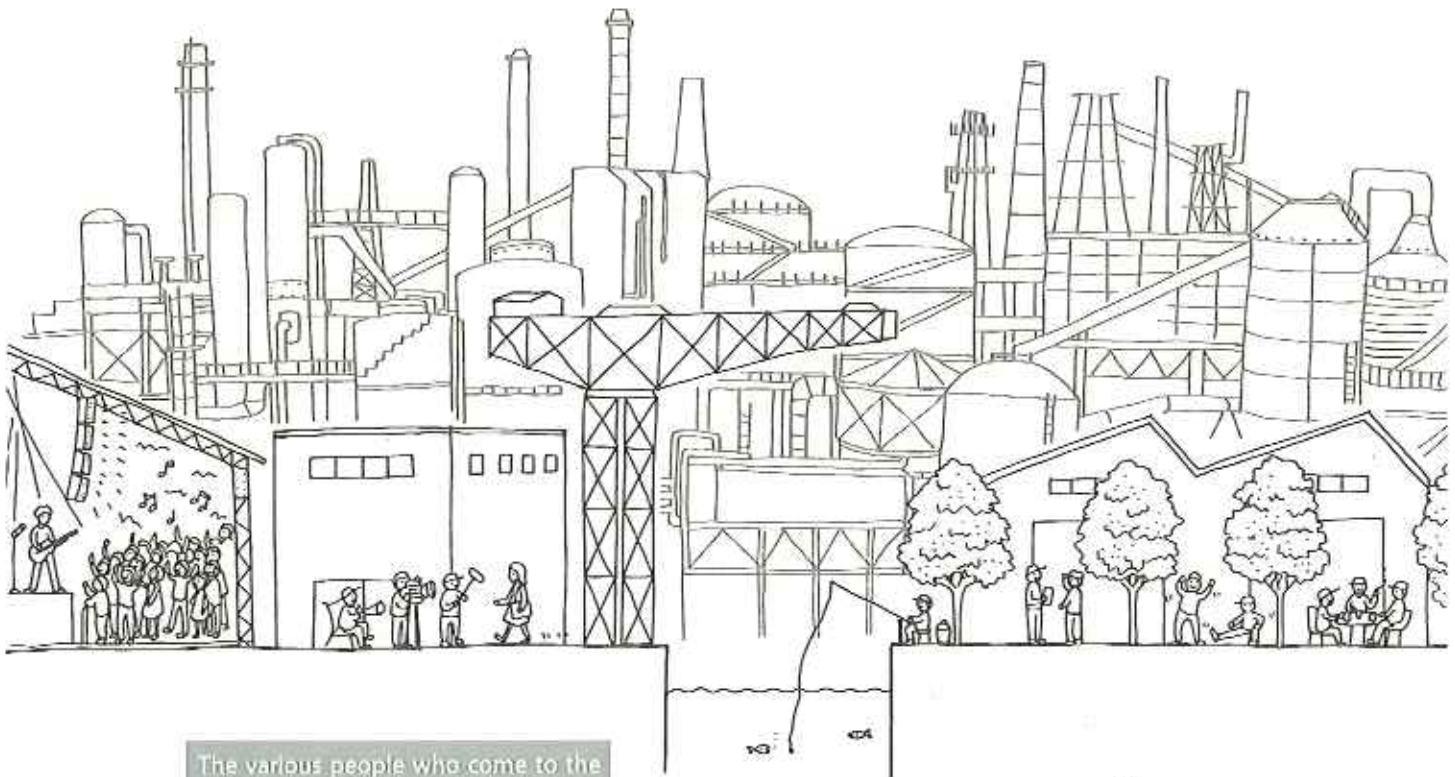

The various people who come to the industrial zone and its neighboring vicinities for work, pleasure, or otherwise can feel the unique charisma there—the generative force behind all the hustle and bustle.

- Tourists come for the night view of the technoscape, which features factories grandly lit under a dark sky
- Open factories, workshops
- Scenic dikes and waterfronts
- Open areas aimed at children, complete with tours and other academic activities

The flowers we planted together are blooming!

Industrial areas are getting improved energy infrastructures, allowing for efficient repurposing of the land.

- Natural energy (solar, thermal, wind) generation to power both the immediate vicinity and urban zones
- Recycling of biomass and organic waste
- R&D and experiments conducted for producing nature-friendly tech

Let's set up an entirely new type of office environment here.
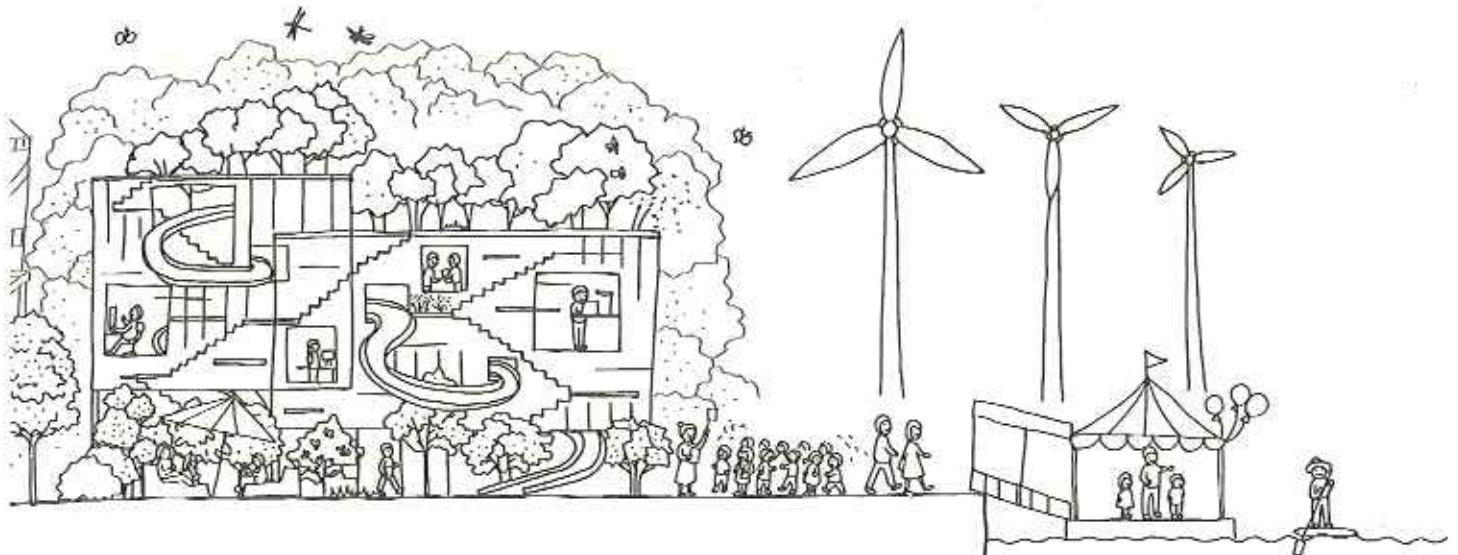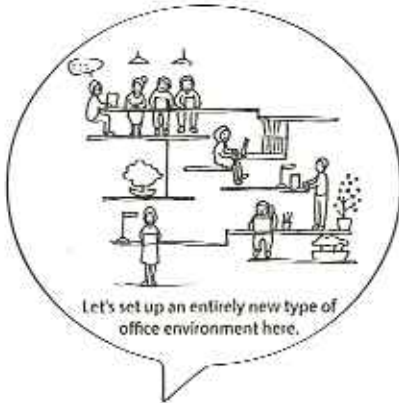
The industrial zone is also thriving with green and nature—the upkeep of which is a joint effort by everyone.

- Fauna such as insects and birds, plus biotopes, and other organic networks
- Forest cultivation and greenification of waterfronts
- Citizen recreation

This is my go-to spot when I have off work.

Sketch Section - Cityscape Sketchbook

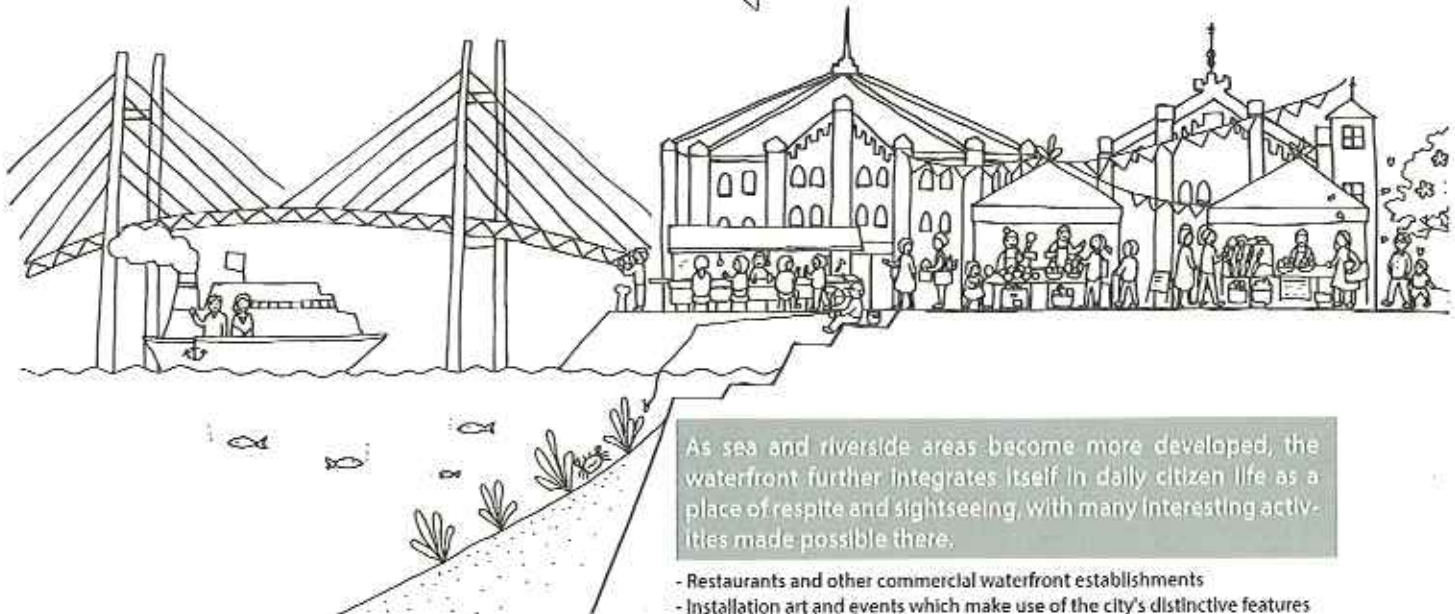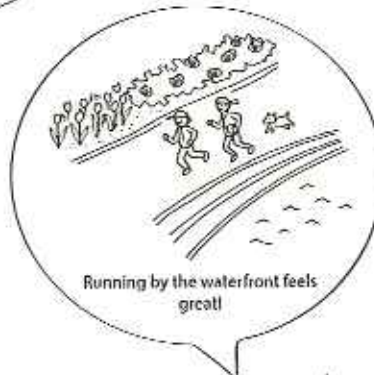## Scenery Sketch 02: Metropolitan Coastal Area #1
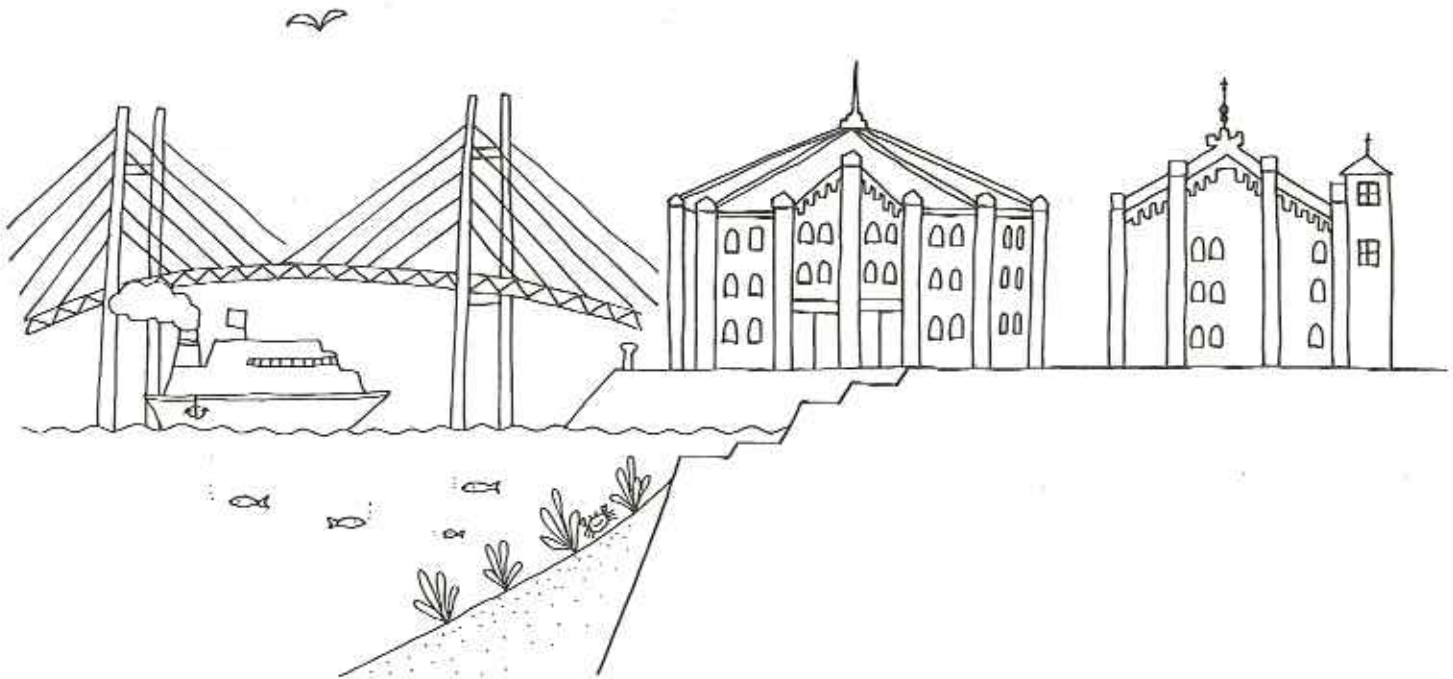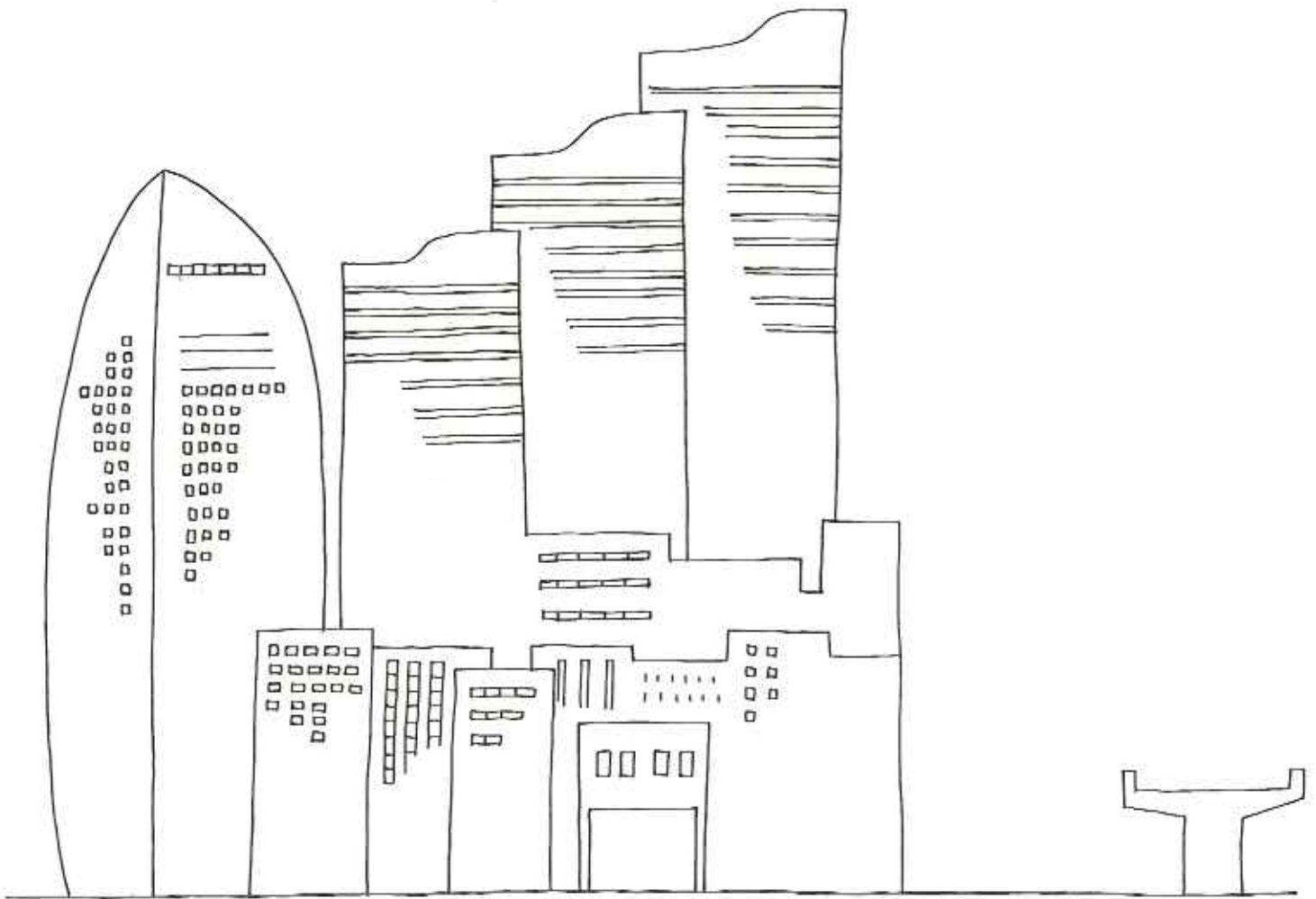
Sketch Section - Cityscape Sketchbook

Scenery Sketch 02: Metropolitan Coastal Area #1 - EXAMPLE

The post-UD port view is now more breathtaking than ever when viewed from the ocean.

- Proactive nature spot development in waterfront areas and establishment of connected open areas
- Effective use of machinery and premises evocative of the "port" concept (cranes, warehouses, factories)
- Various facilities which represent the Yokohama Port area as effectively as the port itself
- A design aesthetic centered on an advanced tech motif, featuring high-rise buildings, etc.
- Scenic views of the cityscape and Mt. Fuji

Yokohama is #1 when it comes to scenic Japanese ports.

Running by the waterfront feels great!

There was another wedding being held in town.

As sea and riverside areas become more developed, the waterfront further integrates itself in daily citizen life as a place of respite and sightseeing, with many interesting activities made possible there.

- Restaurants and other commercial waterfront establishments
- Installation art and events which make use of the city's distinctive features
- Good use of the surrounding water (kayaking, boat restaurants, event floats, etc.)
- Water transportation, including amphibious buses
- Water purification which makes use of biota, etc.

Roads, parks, and other public spaces are used with private facilities such as buildings by residents and tourists alike—with enjoyable interaction and exchange naturally occurring amongst both demographics.

- Public/open spaces are being frequently and effectively used (open terrace cafes, roadside musical performances, etc.)
- Natural and consistent greenification of public spaces (roads, parks, outer walls of buildings)
- More areas facilitating interaction
- More areas with picturesque views of the port and other scenery
- Farmer's markets in urban areas for some agricultural appeal
- Facilities allowing people to drink in the scenery even on rainy days

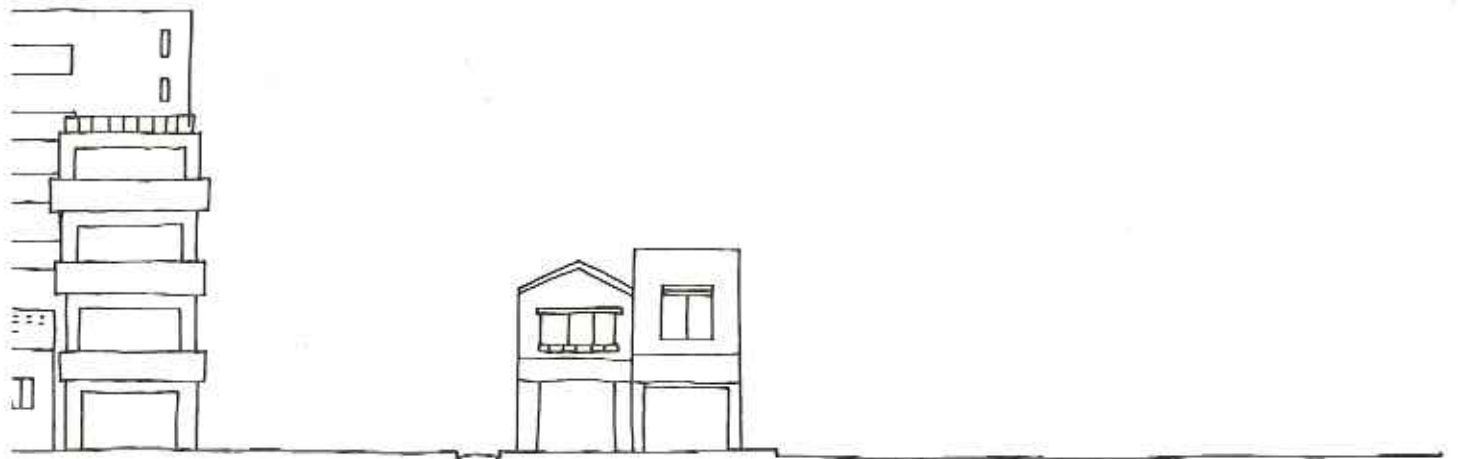I really enjoyed the workshop led by that artist today.
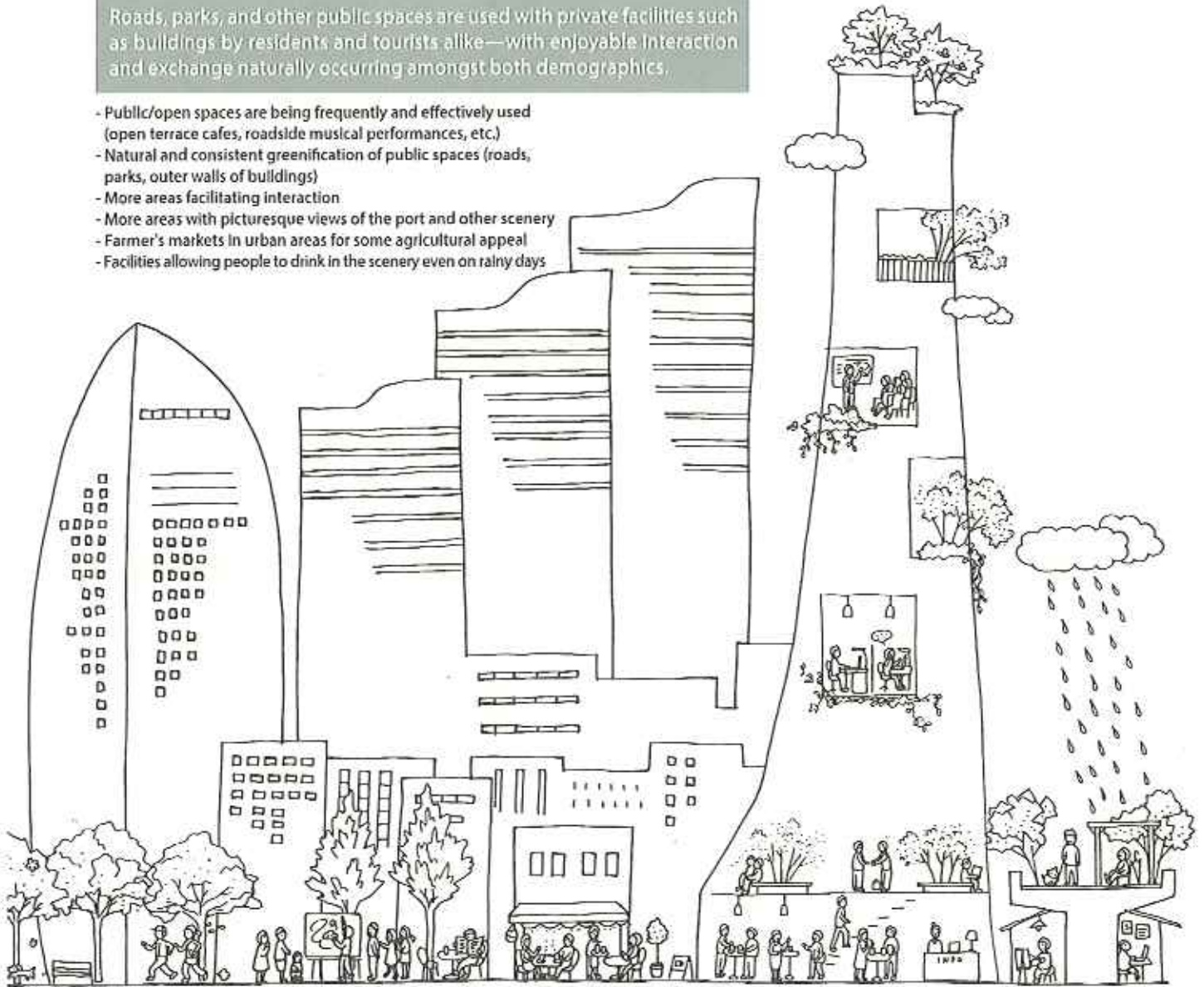
Historic areas are given protection, with structures put to effective use or even revived—serving as unique venues and mechanisms to aid culture, the arts, and tourism (including MICE tourism)

- Promotion of unique venues with historic value, engaging MICE tourism, etc.
- Take advantage of bridges, rivers, and other natural resources
- A cityscape perfect for weddings
- Preservation and renovation of historical buildings (stimulating the real estate industry)
- Culture, art, and tourism centered on spots with history

Sketch Section - Cityscape Sketchbook

Scenery Sketch 03: Metropolitan Coastal Area #2 - EXAMPLE

Due to the city's wide-reaching advancements, more have come to visit, live in, or work at Yokohama—from both inside and outside Japan.

- Sweeping repurposing of real estate, from old town halls to the Yamashita Wharf
- Lifestyles centered on urban residencies and working close to home
- The lower floors of high-rise buildings are bustling hubs contributing to the city scenery
- Urban decoration (such as lighting, murals, etc.)

Any spot can be a fun one—it just depends on how it's used.
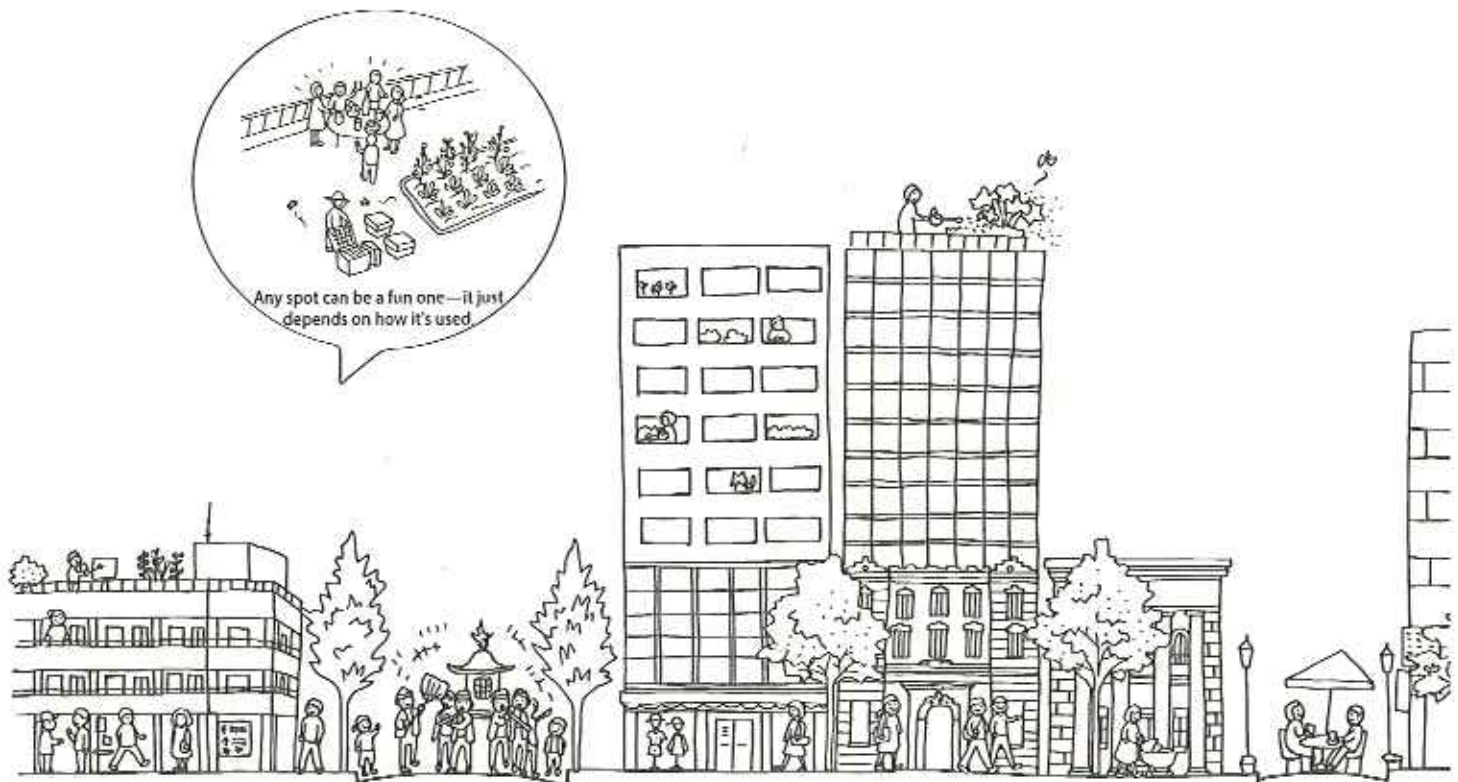
Unused or seldom-used spots are repurposed into unique recreational sites.

- Renovation for fire-belts, etc.
- More "third places"
- Various transactions and interactions are distributed across the entire city, infusing it with buzz and life
- Outdoor advertisements strike a natural harmony with the cityscape, contributing to its liveliness
- UD which makes the most of architectural niches

This place is perfect for my latest work.
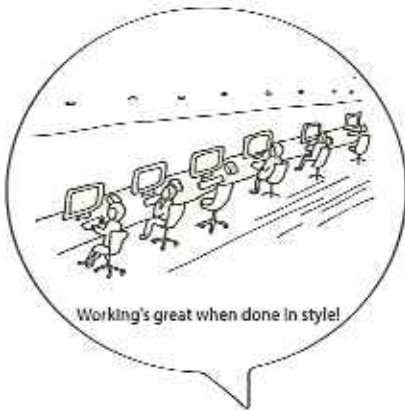
Working's great when done in style!

Diverse public transportation options which are easy on the environment, allowing commuters/tourists a wide traversal range of the metropolitan coast

- Shared mobility options (including bicycles, electric cars, and electric motorcycles/scooters)
- LRT, articulated buses, and other new forms of transportation
- Dedicated roads for slow travel
- Digital signage to increase consumer activity
- A comfortable network of pedestrian areas

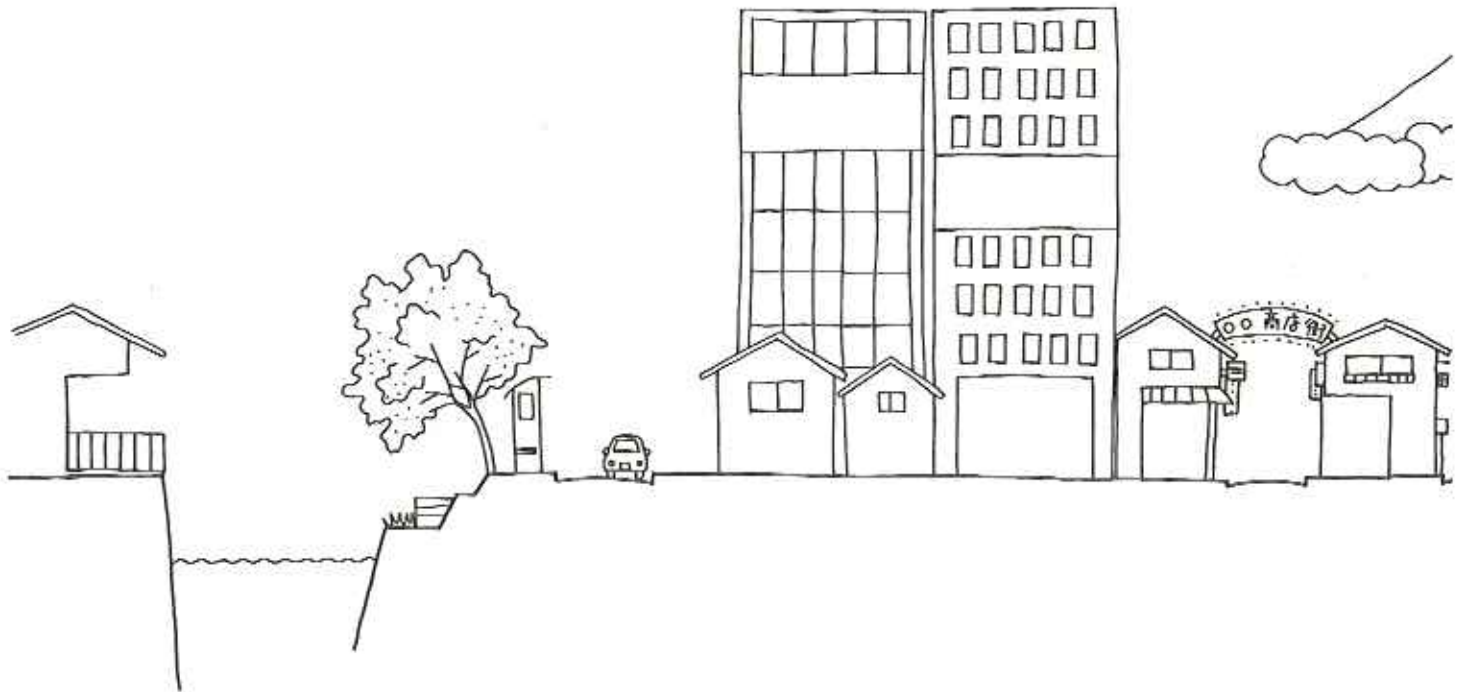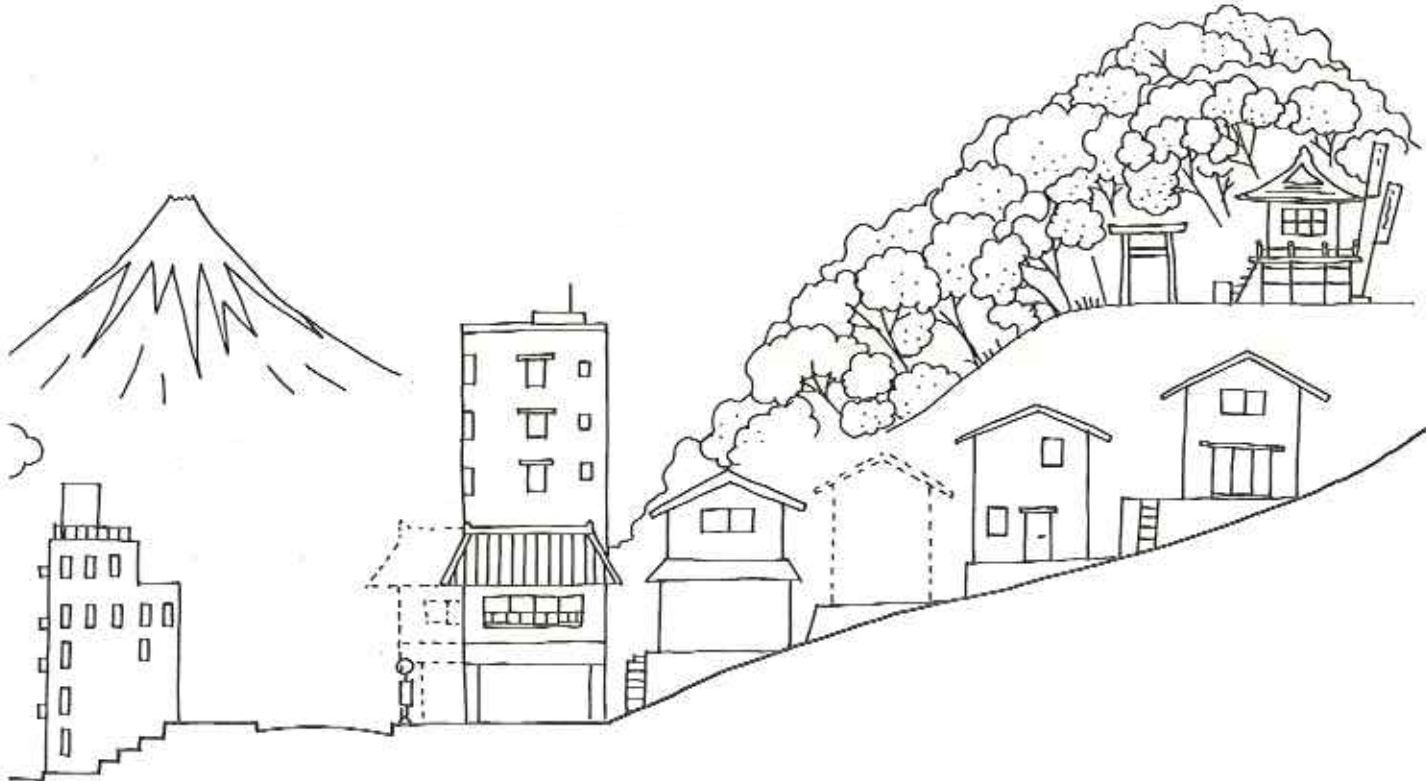When getting around's this fun—you know your city's awesome!

People of varying fields and occupations both live and work here, a place known for its culture, industry, and education.

- Centers for culture and art are established and actively utilized
- Programs for attracting/supporting creative industries and entrepreneurs are instated, new educational programs for residents, etc.
- Hold a variety of art/design festivals, triennales, etc.
- New childcare programs encouraging creativity
- Child rearing and caring for the elderly are tasks now balanceable with work—allowing for full enjoyment of one's lifestyle

Sketch Section - Cityscape Sketchbook

Scenery Sketch 04: (Existing) Dense Urban Clusters - EXAMPLE

UD makes use of slopes and other natural features of the land. Conservation efforts are taken on by the whole region.

- More scenic views featuring the sea, port, and Mt. Fuji
- Sloping paths, residential districts, and other land features are utilized to create natural, scenic UD
- Introduction of a town watch patrol system
- Regional management and upkeep of roads, parks, etc.

I love checking out Mt. Fuji from this spot!

The old-style town aesthetic is preserved while improved disaster measures are adopted and slopes, alleys, small plazas, etc., are presented tastefully.

- Small town plazas are fixed up
- Buildings are renovated with both fire-proofing and preventive architecture
- Slopes and back alleys are turned into community-building mechanisms
- Fun educational events are held to teach fire safety and practice drills
- Maximize road space by implementing setbacks when erecting buildings, etc.
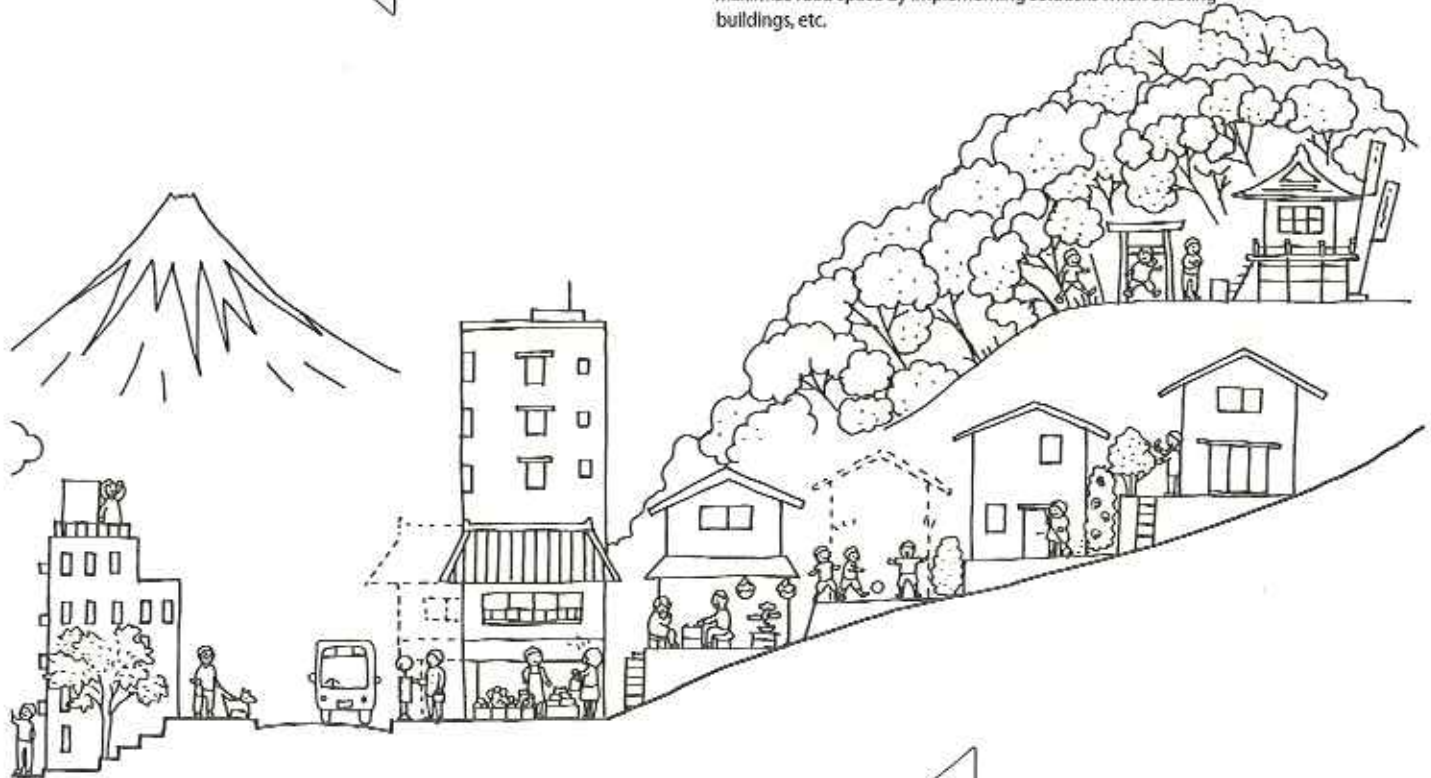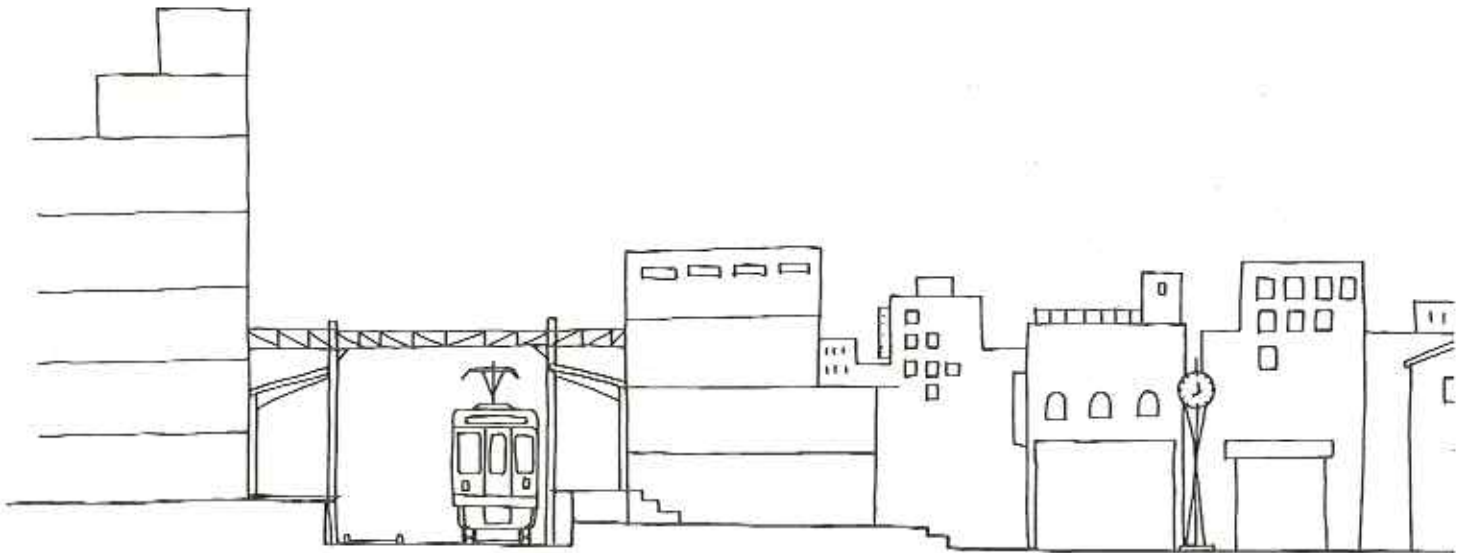
The distinct old town aesthetic of alleyways and wood housing clusters is kept alive, with play areas for children and meeting places for adults laid down.
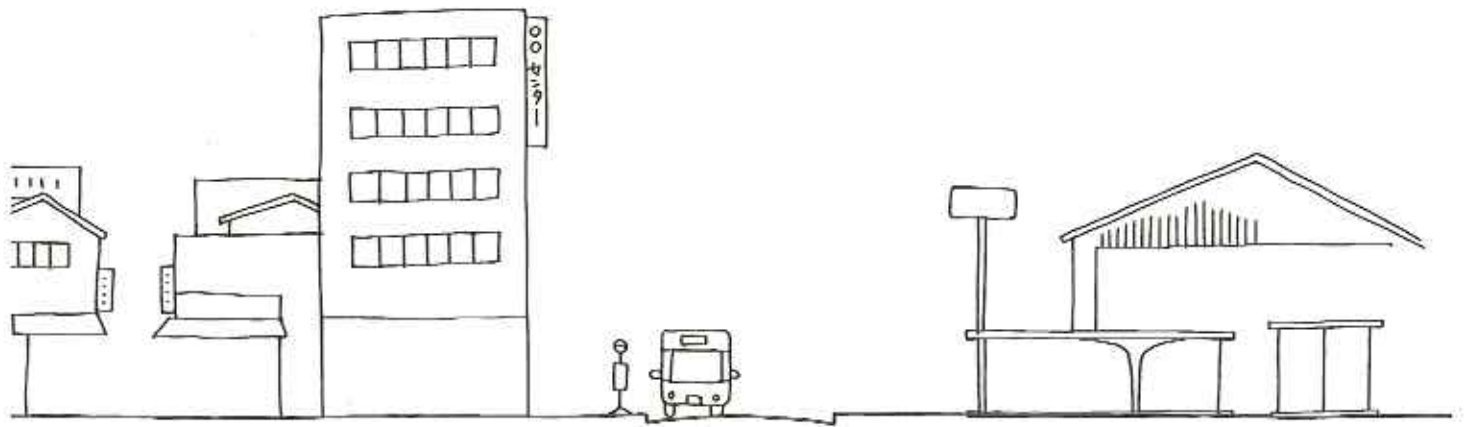
- Empty houses are turned into small-scale stores or free, open spaces, thus contributing to the town scenery factor
- A tidy town structure thanks to distinct street placement
- Daily alleyway upkeep, managed locally

The empty lot next door is now our backyard! Now the kids have a place to play nearby.

Sketch Section - Cityscape Sketchbook

Scenery Sketch 05: Suburbs (Adjacent to Train Stations) - EXAMPLE

The area around suburban train stations is easy to navigate and utilize. Universal design is applied, with everything neat, compact, and constantly abuzz with moving people.

- Pedestrian-vehicle separation, spaces tailored to pedestrian needs
- Station-front plazas give pedestrians undisputed priority
- Barrier-free architecture, guides at pedestrian eye level mapping out the entire station and town configuration,
- This area should perform as the central hub of the region's traffic system.

The spinach they've got at the farmer's market near the station looks delish!
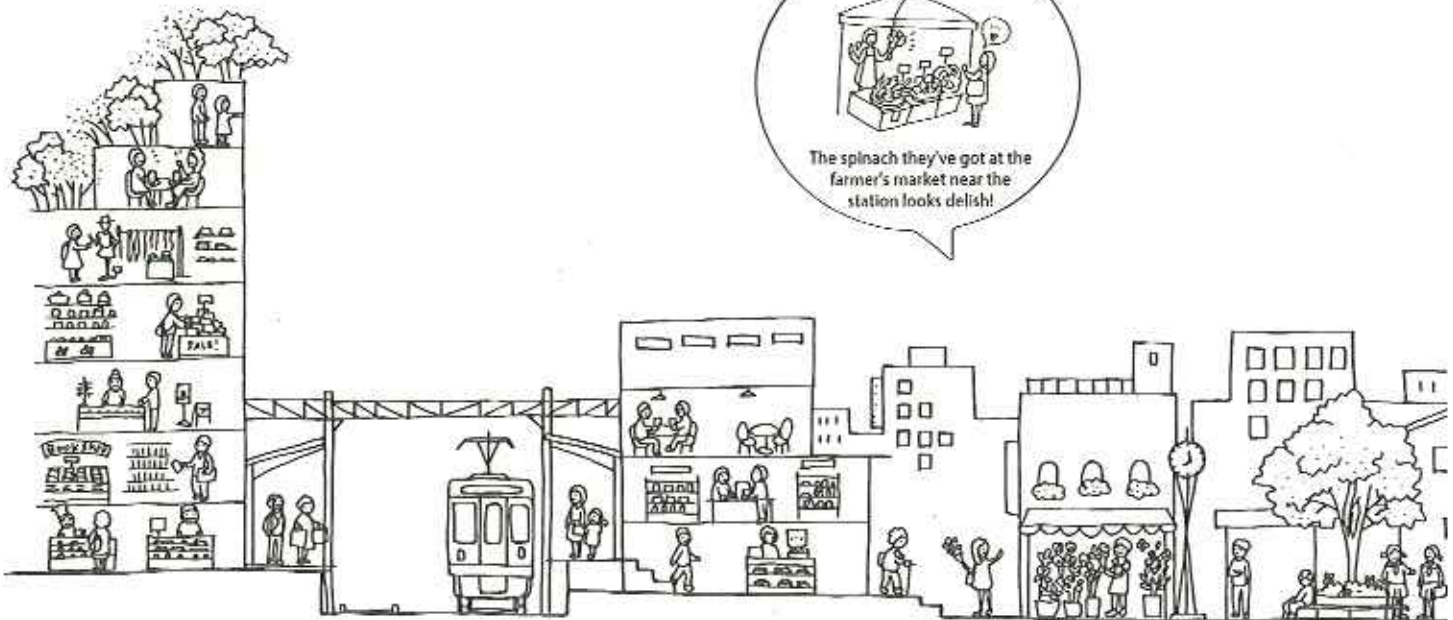
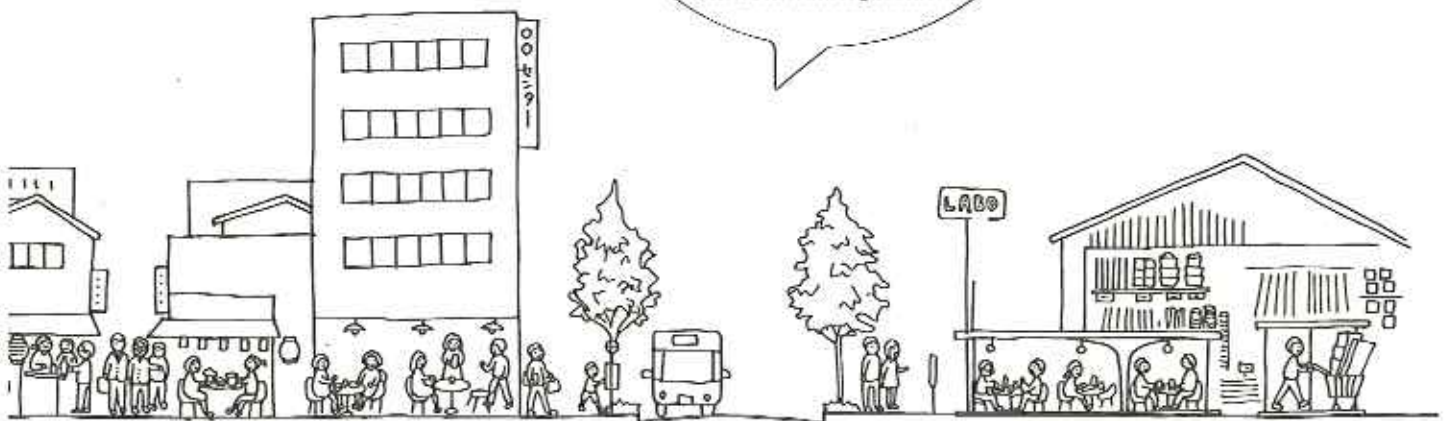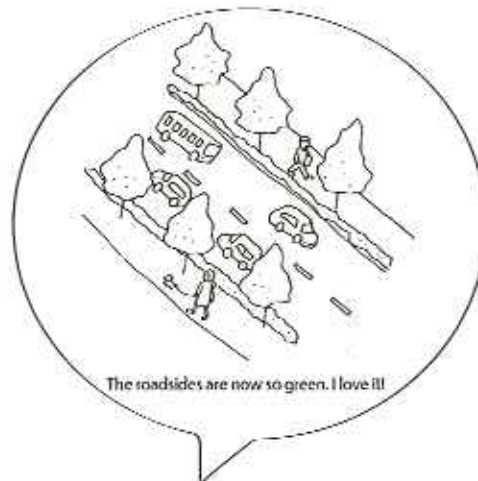The station vicinity features a vast array of outlets essential to daily life, as well as an open space for townfolk to congregate. Here, the community can flourish in a variety of ways, setting up stalls, and more.

- Morning and evening fairs, farmer's markets, open terrace cafes
- Public facilities such as libraries, prefectural offices, roads, plazas, and parks—are used effectively for the community
- Area management centers

Local movements join efforts with roadside shops in the suburbs, make use of defunct buildings, etc.

- Marketplaces and fairs which utilize a colorful variety of spaces and settings
- Unused store and school buildings are converted into municipal facilities and community interaction spots (for inter-generational exchange and more)
- Roadsides are greenfield and signage is improved to make the area pedestrian-friendly
- Measures against disorganized residential sprawl

Though I have trouble walking, the community bus stops right in front of the station!

The roadsides are now so green. I love it!

LABO

**A town with factories or workshops will gain a reputation for craftsmanship.**

- Home and the workplace are now closer together
- Open factories
- Citizen-run workshops to make crafts, etc.
- Aid for young entrepreneurs looking to start businesses

I want my own handmade furniture workshop where I can ply my trade.

Sketch Section - Cityscape Sketchbook

Scenery Sketch 06: Suburbs (Residential)
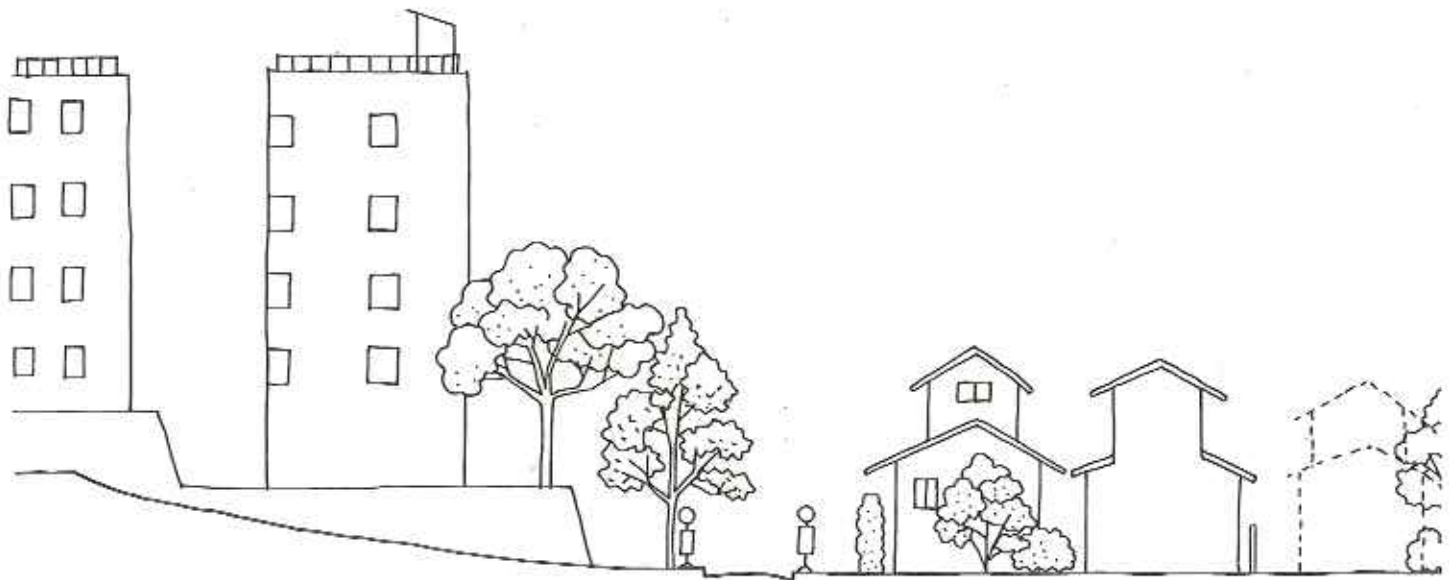
Sketch Section - Cityscape Sketchbook

Scenery Sketch 06: Suburbs (Residential) - EXAMPLE

This newly renovated housing complex is abounding with green. Really comfortable.

Residential suburbia is seeing a gradual resurgence, giving birth to a new type of suburban lifestyle.

- Power generation, cross-regional sharing, better use of empty space and deserted farming land
- Places in town capable of enticing senior citizens out
- Development of lush, scenic areas that are pedestrian-friendly
- Residential zones outfitted with multi-purpose functionality
- Incentives for acquiring a suburban home (via tax reduction, offering residencies with farms, etc.)
- A transportation system encouraging car-sharing and other traversal means tailored to various lifestyles
- Mobile grocery stores and other services suited to suburban life

I think I might rent out this empty residence, turning it into an office and second home.
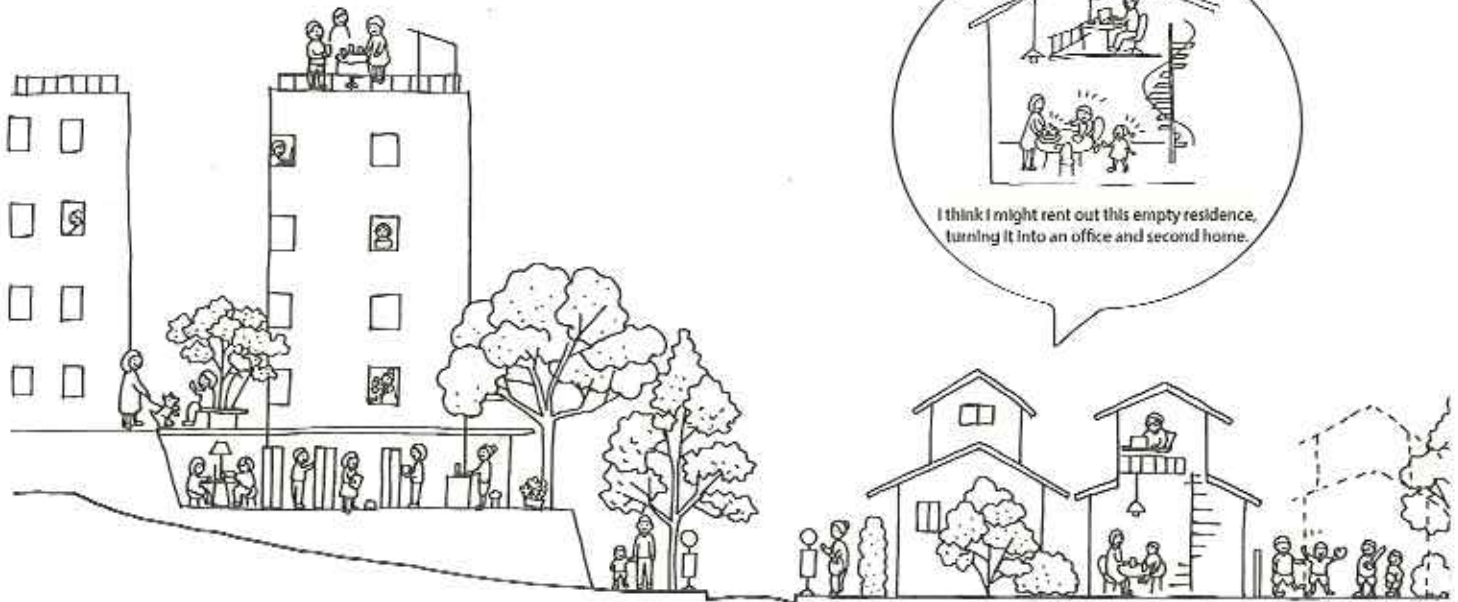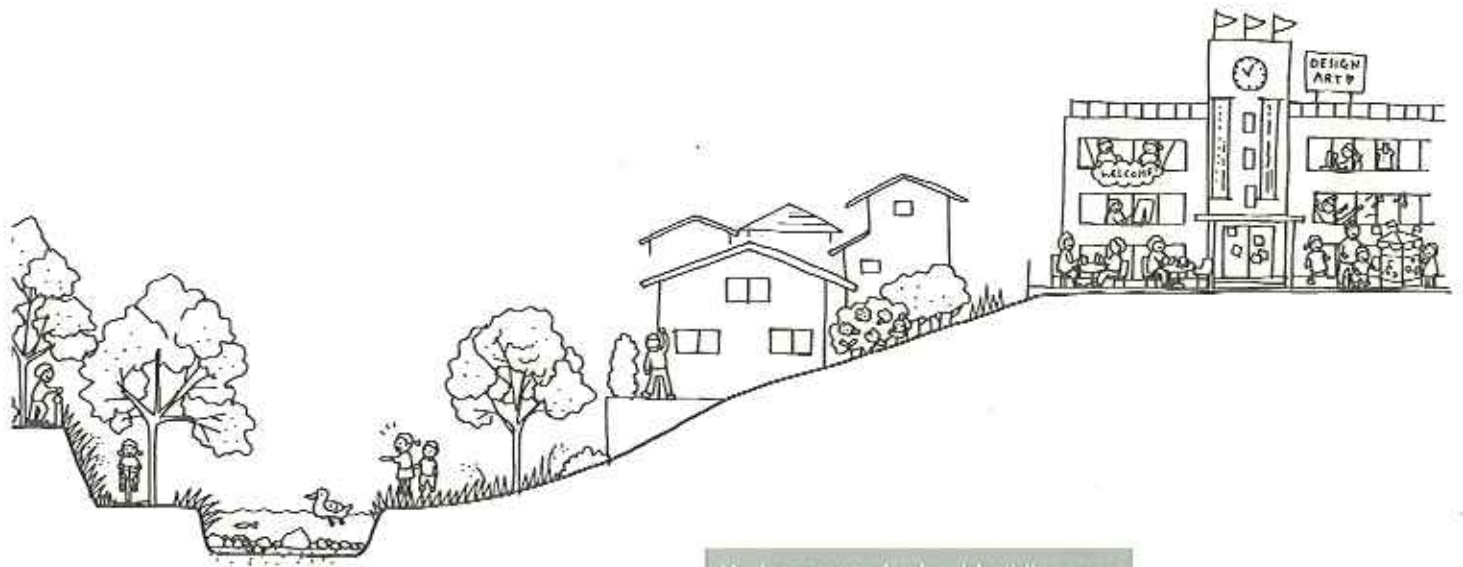
Apartment complex architecture and the surrounding premises are efficiently refurbished to meet the needs of a diverse range of lifestyles:

- Breathe new life into the entire housing complex and open parts of the premises to the general public
- Carve out communal spaces matching the area's atmosphere
- Convert some buildings into public facilities for the elderly, maximizing utilitarian potential
- Encourage park use for a wide range of activities
- Allow empty apartments to be used as offices, etc.

People who do not work in the city move to the suburbs. Conversely, for those who do work in the city—unused suburban residencies become their weekend homes.

- Newcomers moving from urban areas and weekend homes for weekday urban dwellers
- Promote the concept of weekend homes
- Get rid of abandoned homes and make full use of vacant space
- Open gardens

My old elementary school building was turned into a shared office space. Someday, I think I'll go back to my hometown and start up a community business!

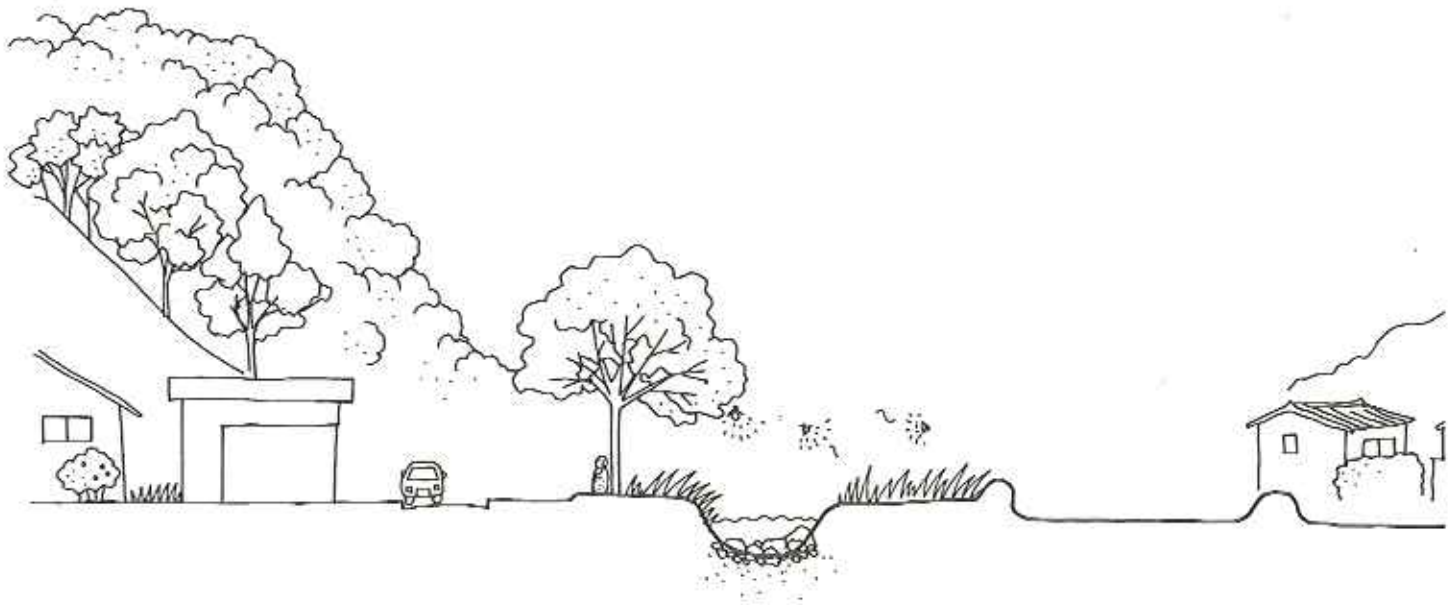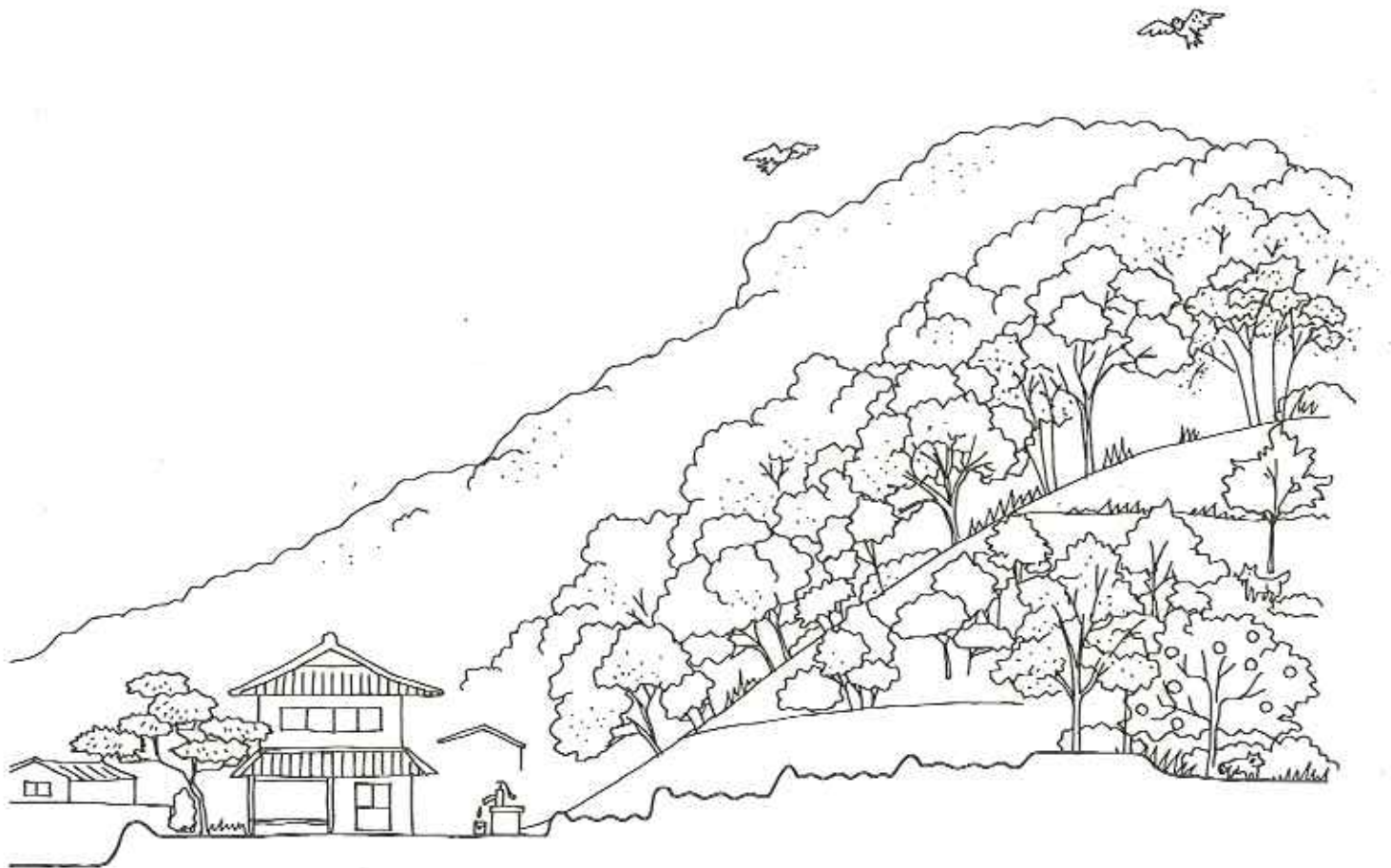No longer used school buildings are repurposed to become important community pillars.

- Maximize use of public facilities and land
- Allow repurposing to include a broad range of new functions
- Introduce private-sector vitality and expertise
- Erect bases for local movements and community businesses

I'll give my home a makeover and turn it into a handmade soba joint putting my soba skills to good use!
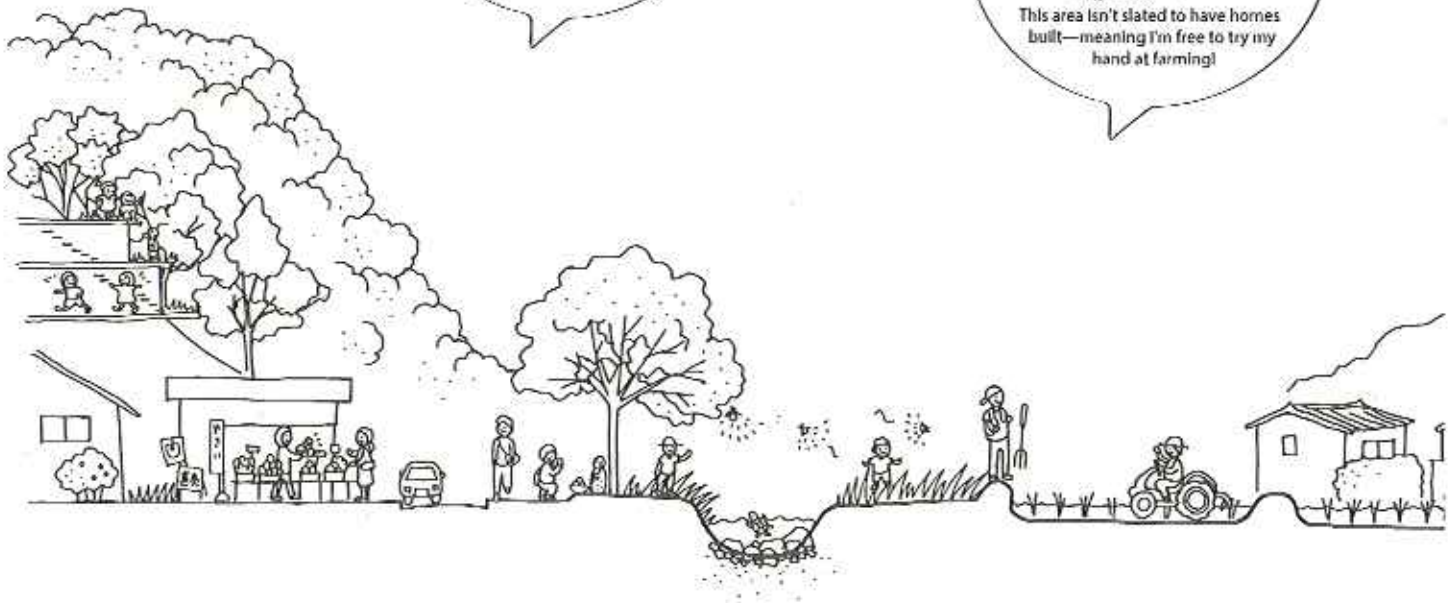
Sketch Section - Cityscape Sketchbook

07: Suburbs (with Greenery and Agriculture) - EXAMPLE

Old twisting paths become primary pedestrian and bicycle routes, encouraging healthy living.

- Walk routes
- Shared mobility

I've never felt better since starting to bike everywhere!

This area isn't slated to have homes built—meaning I'm free to try my hand at farming!

Many people are moving to the suburbs in search of a lifestyle closer to nature, where birds, insects, and other fauna—as well as plant life—thrive.

- Develop riversides conducive to fireflies, cultivate migratory bird-friendly habitats, rejuvenate river environments and other ecosystems
- Engineer places and opportunities for people to gather and relax
- Day-care centers surrounded by nature

The advantages of farming in big city outskirts are being maximized and these methods passed on, with new farmers entering—and staying—in the industry.

- Introduce systems to protect agricultural environments
- Stop unnecessary repurposing
- Support new farmers while setting up hands-on introductory courses to attract more
- Maximize the agricultural potential of residents by setting up community gardens, volunteer farmhand programs, bringing in corporate support, etc.
- Advocate local production for local consumption

Forests and village forest landscapes (the area between mountain foothills and arable flat land) are close-to-home settings people experience daily—the care for which is tended to by locals. And in addition to there being abundant room for sports —the vicinity is quickly becoming known for its recreation, health, and other entertainment options.

- Environment, health, social welfare, and the spirit of lifelong learning drive UD
- Senior citizens can join hands with people of other generations in the common cause of village forest preservation
- Movement leaders for village forest preservation are given training and systematic support
- Bakeries, restaurants, and other commercial establishments which promote harmony with nature

Our kids love it when the elderly gentleman next door gives them nature lessons.
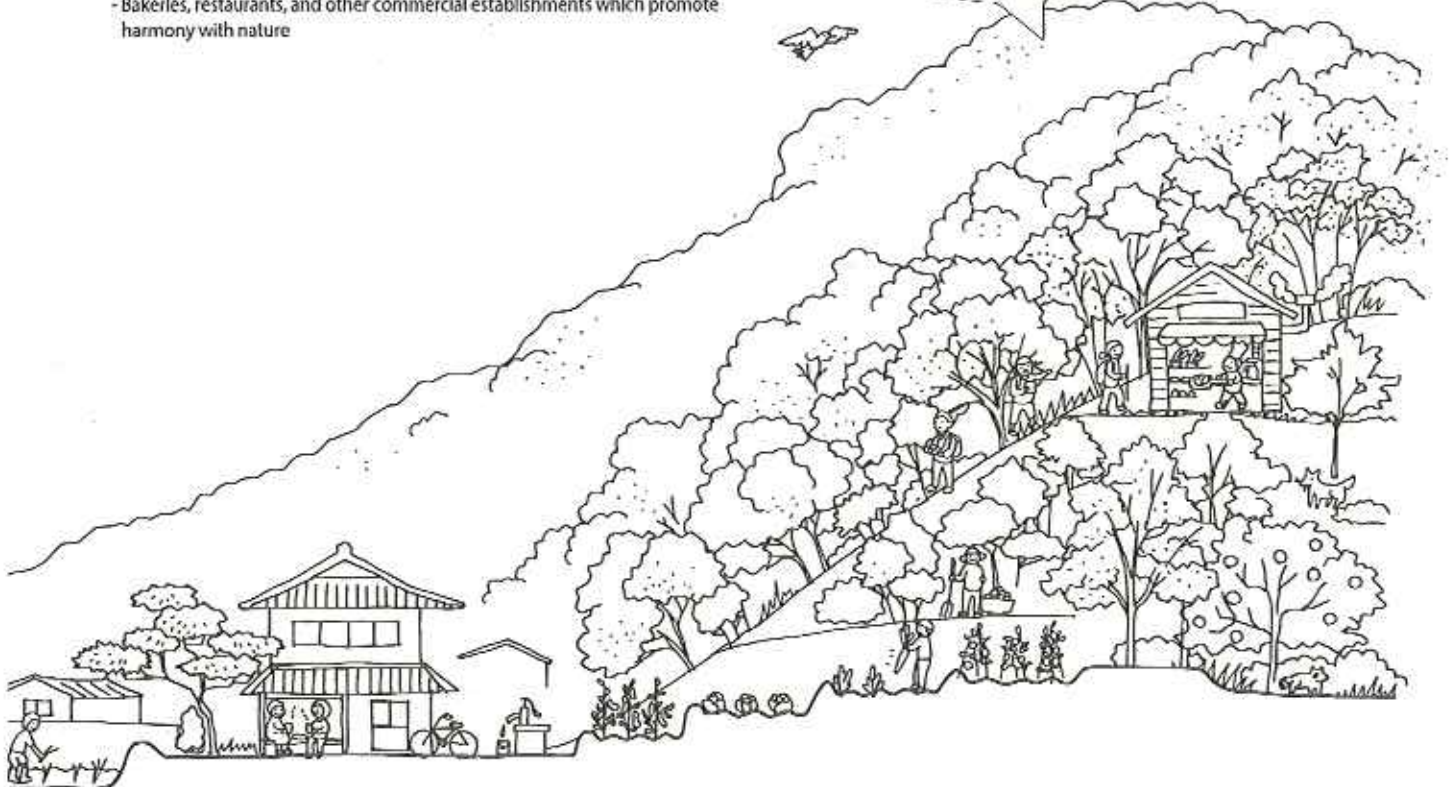
Weekday residents of the city can come here on the weekend to share vacant houses and fields for some recreational gardening.

- Utilize vacant homes to their full potential
- Promote the use of suburban sharehouses
- Incentives for acquiring a suburban home (via tax reduction, offering residencies with farms, etc.)
- Community gardens shared by locals

A friend and I rented out a house and farming field. Weekends will be so fun!

Appendix

Appendix - Educational Material on Yokohama UD

We will be introducing some educational literature compiled by YUDA, aimed at those with an interest in learning about past UD initiatives in Yokohama, the resulting scenery, and Yokohama UD in general.

◆**Leaflet: Urban Design Yokohama** (Created in 2014)
In this leaflet, we take a look at various iconic Yokohama spots, programs, and other special features that make the city such a fun place. You have seen the exterior—now learn more about the interior.

Leaflet: Urban Design Yokohama

◆**Pamphlet: A Digest of Urban Design in Yokohama** (Created in 2012)

An informative compilation on Yokohama UD in digest format. Past UD examples are explained in greater detail than the earlier introduced leaflet.
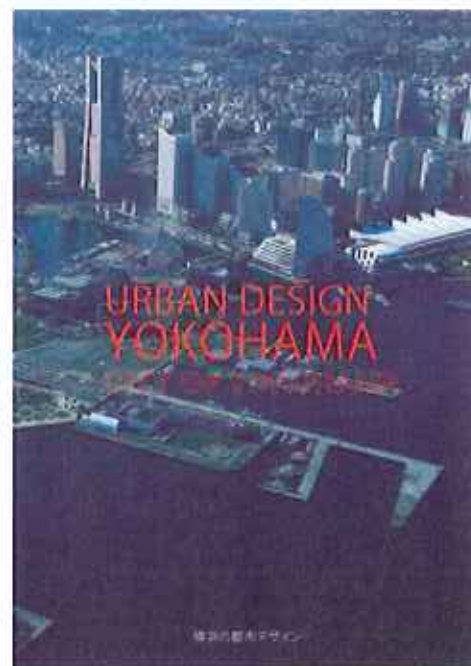
Pamphlet: A Digest of Urban Design in Yokohama

■ Chapter 5

● p43 - "workshop"

- This does not refer to a literal place of work, rather, a research session in which participants are lectured by an expert in the hopes of solving a specific problem. The term can refer to most any gathering actively sponsored by participants in classroom format.

● p44 - "open data"

- A general term referring to data an administrative entity keeps on file—which has then been converted into a machine-readable format and publicized for secondary use. This maximizes data accessibility while minimizing physical labor.

Ref: Official website of Ministry of Internal Affairs and Communications - "What is Open Data?" (Japanese): http://www.soumu.go.jp/menu_seisaku/ictseisaku/ictriyou/opendata/opendata01.html

● p45 - "consortium"

- An association composed of several individuals or groups for the achievement of a common goal.

● p45 - "UD center"

- Refers to a gathering of citizens, corporations, colleges, experts, and administrations for the purpose of furthering the region's urban design.

● p45 - "forum"

- A public panel-style discussion or, alternatively, the place where such a discussion is held. Comes from the ancient Roman concept of building a public plaza in the city's center—also called a "forum." Today, it is a broad term referring to places of public discourse, a form of collective debate (forum discussion), court buildings, and even the letters to the editor section of a newspaper.

■ Scenery

● p53 - "Official statement of the 'Open Yokohama' project—titled The Future Yokohama"

- In honor of the 150th anniversary of Yokohama's port opening, 2009 saw citizens discussing their city's future in a special, participant-driven initiative to rebrand Yokohama and envision its future   titled "Imagine Yokohama." A statement, slogan, and logo (featuring the words "Open Yokohama") for the city were created, based on citizen input.

- Section 00

● p55 - "Infrastructure"

- A term referring to city lifelines, which include transportation facilities, electricity, water and sewer systems, gas, etc. The term also refers to public utilities and services like schools, hospitals, parks, plus other industrial/city life fundamentals.

● p56 - "big data"

- The vast, diverse stores of data owned by both private corporations and governmental bodies. By collecting and analyzing such data, new discoveries are made possible.

Ref: Official website of Chiba City - "What is Big Data and Open data?" (Japanese):

http://www.city.chiba.jp/somu/joho/kaikaku/bigdata_opendata_fpage.html

■ Sketch Section
- Section 01

● p59 - "sustainable city"

- A city capable of satisfying the needs of both current and future generations. Such a city can maintain its pool of limited resources, biological, energy-related, and otherwise. Long-term development of hard/soft infrastructure and economic vitality are also implied.

Ref: http://ja.wikipedia.org/wiki/持続可能性 (Japanese)

● p59 - "technoscape"

- A term formed from "technology" and "landscape," used to describe scenic views of factories and other industrial tech.

● p59 - "open factories"

- Factory tours. This is a rare concept, and helps showcase a town via its products and production processes.

● p60 - "biotopes"

- This English loanword is derived from the German "biotop"—the etymology of which is the Greek "bios" (living) and "topos" (place). It refers to habitats with the right environmental conditions for specific organisms to live in. Biotopes are maintained and understood by observing what types of organisms arrive at them to habitate.

Ref: Official website of Yokohama municipality - "Recommended School Biotopes" (Japanese)
http://www.city.yokohama.lg.jp/kankyo/kyouiku/biotope/

■ Sketch Section

- Section 02

● p63 - "installation art"

- A modern art form in which the art is not a single object, rather, an amalgam of various objects organically integrated into the entire display environment—with the resulting structure presented as an artistic "space."

● p63 - "float"

- A waterborne structure, such as a man-made island, etc.

● p64 - "open terrace cafe"

- A cafe with the wall adjacent to the road it touches removed—thus creating a liberating atmosphere which allows for eating and drinking in road or park environments.

● p64 - "farmer's market"

- A city vending format gaining popularity in recent years which brings producers and consumers closer together. Generally, local vegetables are sold directly by the farmers who grew them via stalls.

● p64 - "unique venue"

- A historical building or public space in which conferences or receptions can be held to imbue the gathering with special meaning and emphasize the region's flavor.

Ref: Official website of the Japan Tourism Agency - "Promoting and Attracting MICE Tourism" (Japanese)
http://www.mlit.go.jp/kankocho/shisaku/kokusai/mice.html

● p64 - "MICE"

- Tourism based on the following: Corporate "meetings." Vacations as corporate training or reward packages, also known as "incentive travel." Meetings for various international organizations and academic societies — "conventions." And, lastly, art exhibitions, trade shows etc., collectively known as "exhibitions/events." The initials of these four tourism pillars are taken to spell out "MICE," a common term for high-volume business events.

Ref: Official website of the Japan Tourism Agency - "Promoting and Attracting MICE Tourism" (Japanese)
http://www.mlit.go.jp/kankocho/shisaku/kokusai/mice.html

● p64 - "renovation"

- A term which also means "restoration" and "innovation," though it is mostly used in the architectural sense nowadays. As opposed to "reform," which implies the repair and reinforcement of buildings—"renovation" refers to large-scale refurbishment, including functional changes and improvements, resulting in added value.

■Sketch Section

- Section 03

● p67 - "niche"

- Narrow alleys, gaps between buildings, and other small spaces throughout town.

● p67 - "third place"

- A concept devised by American urban sociologist, Ray Oldenburg, which held one's residence to be the first place and work site the second—with the third being neither.

● p67 - "convention"

- A large gathering held by international organizations, academic societies, and other associations. These include general assemblies, conferences for representatives, workshops, trade shows, exhibitions, etc.

● p68 - "shared mobility"

- A member-based system which allows for the sharing of cars, bicycles, and other transportation means. These include car and bike sharing, community bicycles, etc.

● p68 - "LRT"

- Abbreviation for "light rail transit," which is a system utilizing low-floor design vehicles (also known as LRVs). It is a next-generation means of transportation, featuring improved rails and stopping capability for enhanced boarding/de-boarding, punctuality, speed, and comfort ability. In recent years, LRT is used to complement road-based transportation, offering a mode of public transportation that is easy on both people and the environment.

Ref: Official website of Ministry of Land, Infrastructure, Transport and Tourism - "LRT - Support for a Next-Gen Street Car System" (Japanese)

http://www.mlit.go.jp/road/sisaku/lrt/lrt_index.html

● p68 - "articulated bus"

- A bus with high-passenger capacity due to its articulated design featuring one or more extra passenger cars.

● p68 - "slow travel"

- Travel on foot or bicycle. Also includes segways and other such new transportation modes which are comparatively slower than automobiles or trains.

● p68 - "digital signage"

- Advertisements which make use of digital display and communications tech, as seen with video info panels and projectors, etc.

Ref: http://ja.wikipedia.org/wiki/デジタルサイネージ (Japanese)

● p68 - "triennale"

- A type of art exhibition held once per three years. Yokohama has been holding triennales for contemporary art from around the world since 2001.

■ Sketch Section
- Section 03
● p68 - "mural"
- A painting or other work of art executed directly on a building wall.

- Section 04
● p71 - "setback"
- In the context of land use, this term refers to the placement of building walls a specific distance away from the outer limits of the premises. In architecture, it refers to creating step-like recessions in walls.

● p72 - "wood housing clusters"
- A Japanese urban phenomenon, featuring dense sectors of wood houses built in close proximity of each other

- Section 05
● p75 - "universal design"
- A design ethos for urban facilities and homes in which factors such as disability, age, gender, and race are non-issues when it comes to usability.
Ref: Official website of Ministry of Land, Infrastructure, Transport and Tourism - "Universal Design Policy Outline"
● p75 - "barrier-free"
- The removal of all barriers to the lifestyles of the elderly and disabled. Such barriers include physical, social, systemic, psychological, informational, etc.
Ref: Official website of Yokohama municipality - "The Basics of Barrier-Free" (Japanese)
http://www.city.yokohama.lg.jp/kenko/chifuku/fukumachi/barrierfree/column/5.html
● p76 - "sprawl"
- Disorderly urban expanse caused by rapid development of the city, which eventually spreads into the suburbs.

■ Sketch Section
- Section 05
● p76 - "area management"
- Proactive measures on part of residents, business owners, and land owners to improve the environment/raise land value. (From the "Area Management Promotion Manual," by the Ministry of Land, Infrastructure, Transport and Tourism - Water Resources Department (March 2008).)
According to a 2006 report from the Next Generation Area Management Evaluation Committee (Chairman: Shigetaka Kobayashi, Professor at Yokohama National University Graduate School)—the concept is defined as such: "A fixed area featuring a satisfactory housing environment, complemented by ample resident and land owner initiative to enact effective administration (consensus building, property management, businesses, sponsoring events, coordinating private/public efforts, aiding experts and support groups, etc.).
Ref: "The Master Plan to Revitalize Yokohama's Metropolitan Coastal Area - Glossary"
● p76 - "open factories"
*Refer to page 75.

- Section 06
● p79 - "car sharing"
- See "shared mobility."
● p80 - "open gardens"
- An event in which exquisite private gardens are made open to the general public for a limited period.
● p80 - "community business"
- A type of business which effectively utilizes local resources to solve local issues. Smart use of regional HR, expertise, and facilities can lead to the creation of new businesses, employment options, purpose, and help energize the community.
Ref: Official website of Ministry of Economy, Trade and Industry - Kanto Bureau (Japanese)
http://www.kanto.meti.go.jp/seisaku/community/

Appendix

● Revision History

April 2014 -	First proposed at the Council for Urban Beauty.
April 2014 -	"Urban Design Vision for Yokohama" framework development commenced.
June 2014 -	Reviewed at the 8th Council for Urban Beauty's Policy Deliberation meeting.
September 2014 -	Reviewed at the 9th Council for Urban Beauty's Policy Deliberation meeting.
December 2014 -	Reviewed at the 10th Council for Urban Beauty's Policy Deliberation meeting.
February 2015 -	Citizen opinions gathered (from February 3rd to March 3rd)
March 2015 -	Reviewed at the 11th Council for Urban Beauty's Policy Deliberation meeting. Reported at the 118th Council for Urban Beauty.

● Council for Urban Beauty - Member List

Chairman	Yukio Nishimura	Director, Research Center for Advanced Science and Technology, The University of Tokyo (Urban Design)
(Urban Design)		
Member	Hitomi Kato	Professor, Department of Architecture, Tokai University (Urban Planning)
	Shuji Kaneko	The Yokohama Chamber of Commerce and Industry
	Naoyuki Kuniyoshi	Special Contract Professor, Yokohama City University (Urban Design)
	Chitose Kondo	Lawyer, Yokohama Bar Association
	Yoh Sasaki	Professor, Department of Civil and Environmental Engineering, School of Creative Science and Technology, Waseda University(Landscape and urban design)
	Chieko Suzuki	Essayist
	Kazuaki Seki	Professor, The College of Architecture and Environmental Design, Kanto Gakuin University (Architectural History)
	Akiko Takahashi	Professor, Department of Architecture, College of Art and Design, Musashino Art University (Architecture)
	Yasuo Takeya	Citizen Member
	Hideyuki Nakatsu	Associate Professor, The College of Architecture and Environmental Design, Kanto Gakuin University (Landscape Architecture)
	Taku Nohara	Associate Professor, Faculty of Urban Innovation, Yokohama National University (Urban Planning)
	Katsuhito Rokukawa	Citizen Member

● Policy Deliberation, Council for Urban Beauty - Member List

Leader	Yukio Nishimura	Director, Research Center for Advanced Science and Technology, The University of Tokyo (Urban Design)
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	Yoh Sasaki	Professor, Department of Civil and Environmental Engineering, School of Creative Science and Technology, Waseda University (Landscape and urban design)
	Hideyuki Nakatsu	Associate Professor, The College of Architecture and Environmental Design, Kanto Gakuin University (Landscape Architecture)

In light of the social fluctuations marking the past few years, this vision has been compiled in the hopes of becoming a useful tool for individuals trying to improve their lives—an instrument for sharing knowledge and experience gained from past urban design programs. May the fruit of our labor lead our dear city to greater prosperity. Such is our hope for this book—our vision—which contains the crucial essence of Yokohama urban design.

OPEN
YOKOHAMA

City of Yokohama (April 2015)

No.
name: