

Summary of The Grand Design for Miyajimaguchi Area Urban Planning

Gateway to Miyajima and the Itsukushima Shrine,
a World Cultural Heritage Site:

Creating a Promising Future for a Globally
Connected Miyajimaguchi



1935-1944



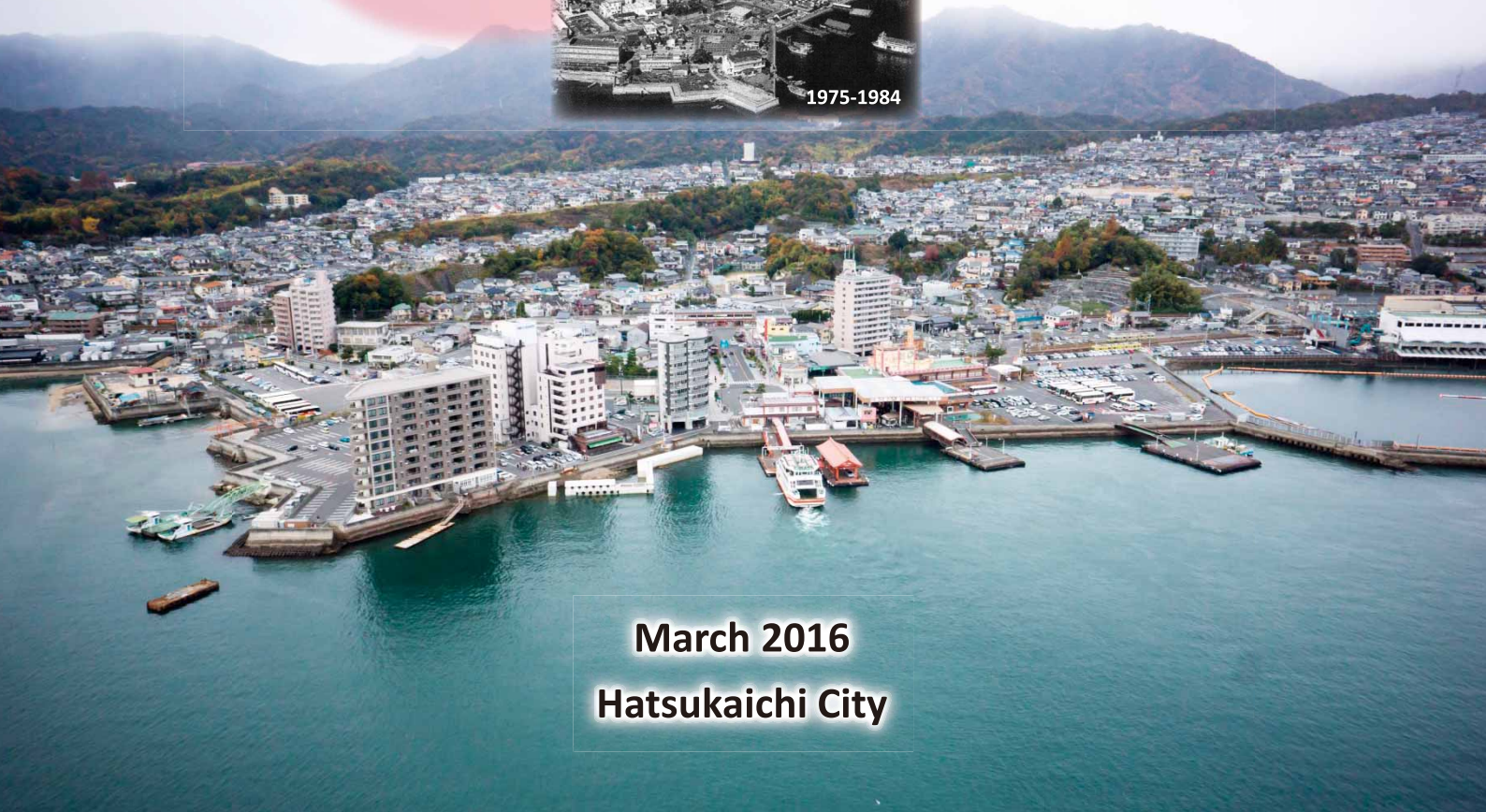
November 2015



1965-1974



1975-1984



March 2016

Hatsukaichi City

Miyajimaguchi Area Urban Planning Grand Design Status

Objectives and Function of the Grand Design

- The Grand Design for Miyajimaguchi Area Urban Planning (hereafter referred to as the “Grand Design”) provides the basic policies for concepts for dynamic positive change in the Miyajimaguchi Area. This “Grand Design” should be available and understood by everyone involved, including residents, private corporations, administrative bodies, and other concerned parties, so that all involved can cooperate in realizing the best possible changes.
- As one of the medium to long-term administrative plans of the city, this Grand Design will be examined for compatibility with other related plans. It will provide land-use and maintenance guidelines. To ensure effectiveness, improvement projects or guidelines and the like, will be determined to govern actual processes and development.

▼ Grand Design Function

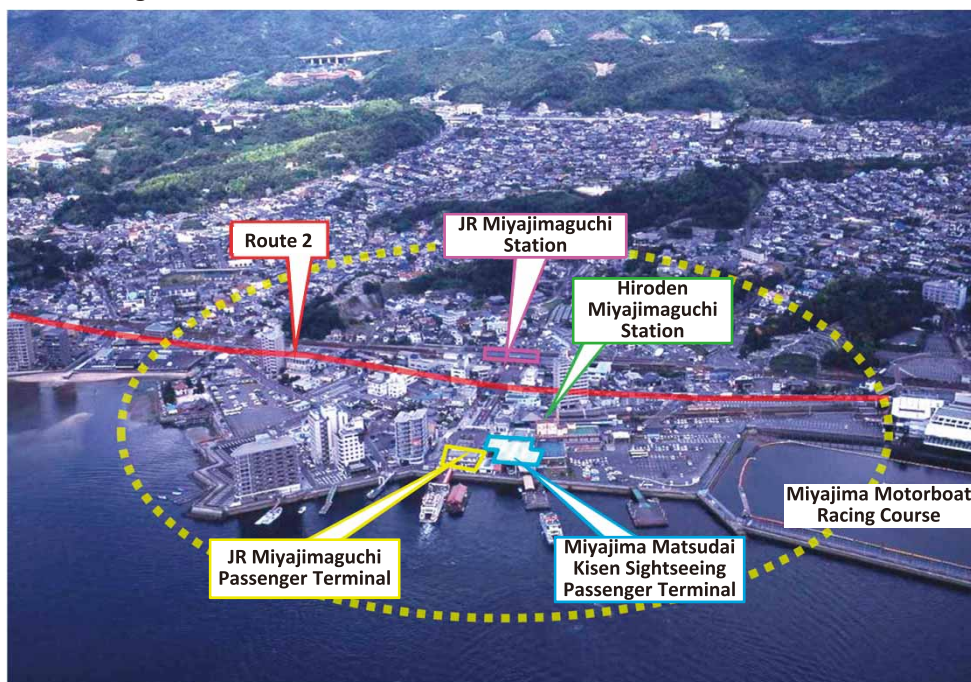
Making the future image of this area available to all concerned



Targeted Area

- Given the present land-use conditions, the deployment of public facilities and geographical factors, the targeted area of the Grand Design has been decided as follows: It will cover the area from the west side of the Miyajima speedboat course to Sarachiwakare intersection to the east. The southern limit is the waterfront and the northern one is the north side of the JR station.

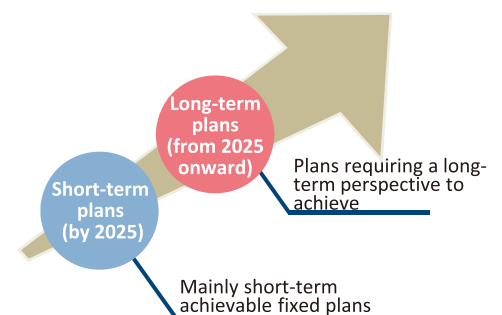
▼ Areas targeted for revitalization



Land Development Objectives

- The objectives will be classified in two different stages: ones for which prompt operation is possible, and the others which will require a long time for consultations, and other planning related discussion.
- “Short-term Plans” are to be realized in approximately 10 years’ time, and mainly consist of the existing maintenance plans for public facilities, such as road maintenance and improvement plans for the area, harbor (including the passenger terminal) improvement plans, etc. that solve the urgent congestion and other problems in the area. “Long-term Plans” require long-term perspectives and are to be realized approximately 10 years after the implementation of the “Short-term Plans.” These are primarily public facility maintenance plans for further convenience and comfort, or overall townscape planning and are not yet official.

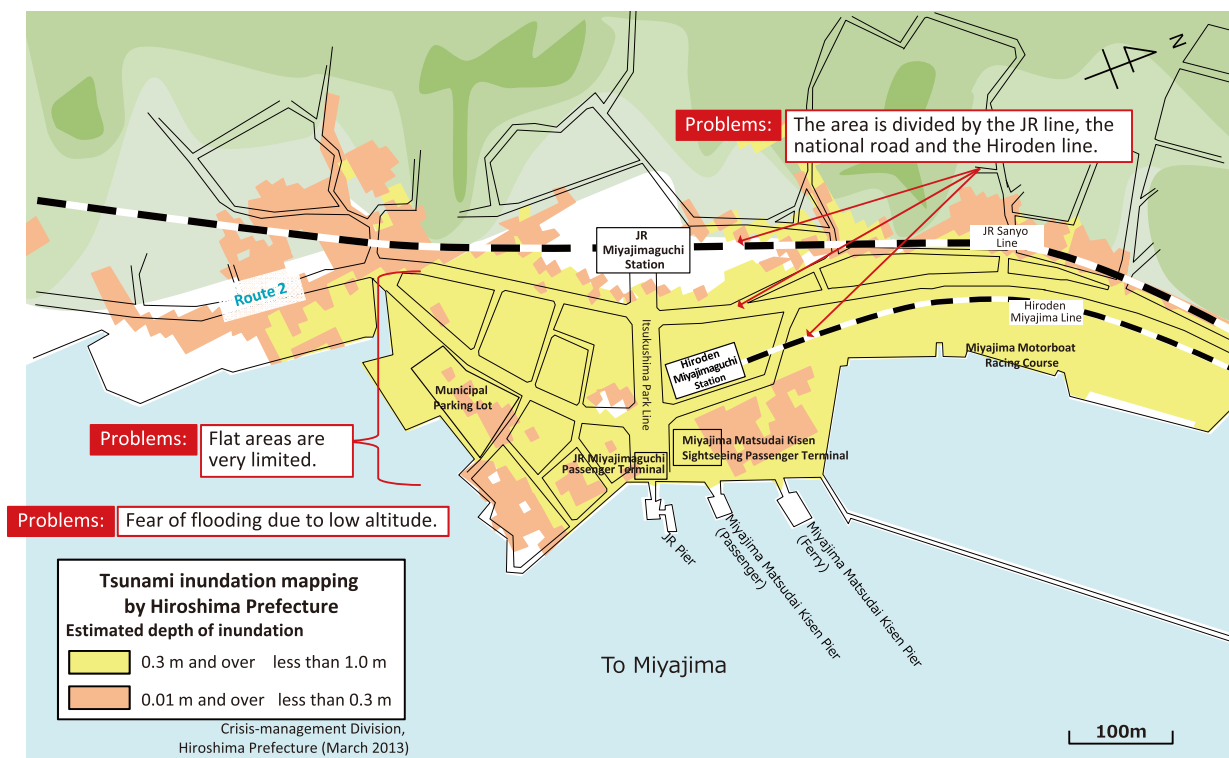
▼ Phased land-development objectives



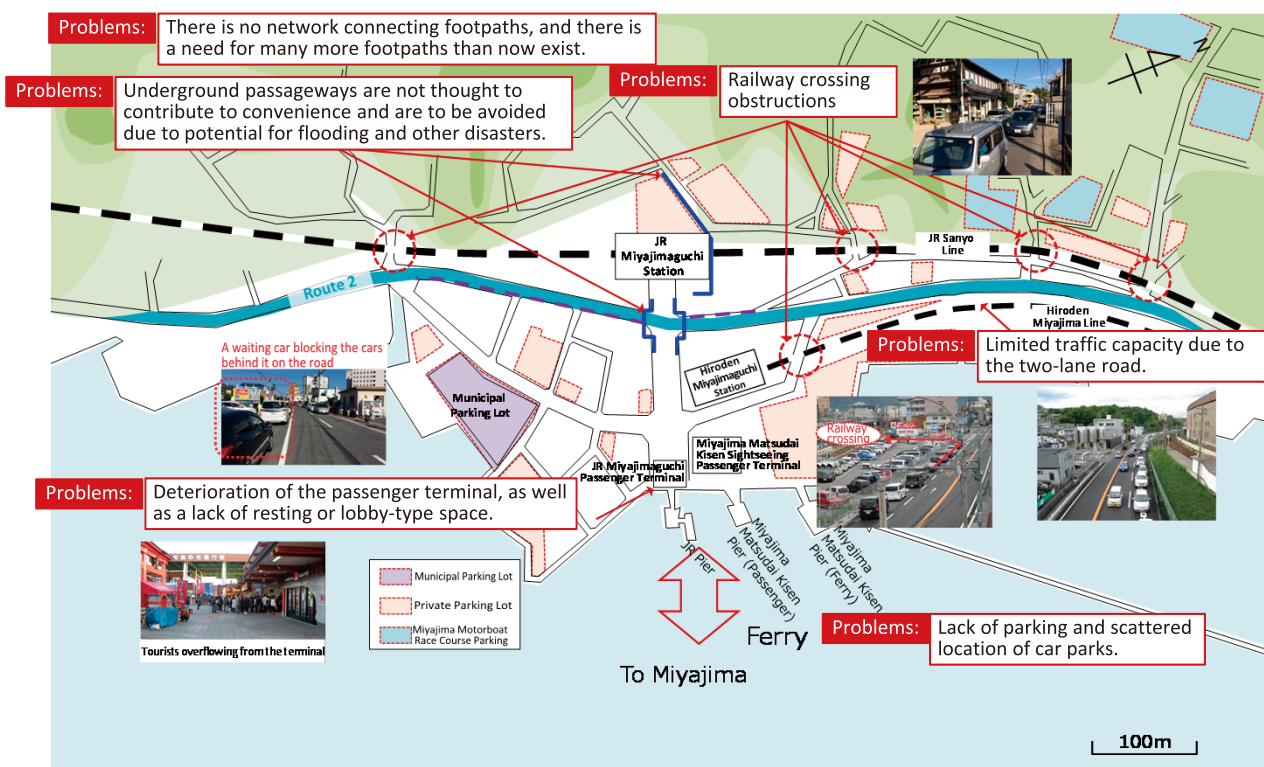
Characteristics of the Miyajimaguchi Area

- The following are the characteristics of the Miyajimaguchi area, classified by “topography & geography,” “traffic” and “land use & economy.”
- The Grand Design will take area characteristics into consideration as it provides policies and guidelines for solving the problems and challenges of the area.

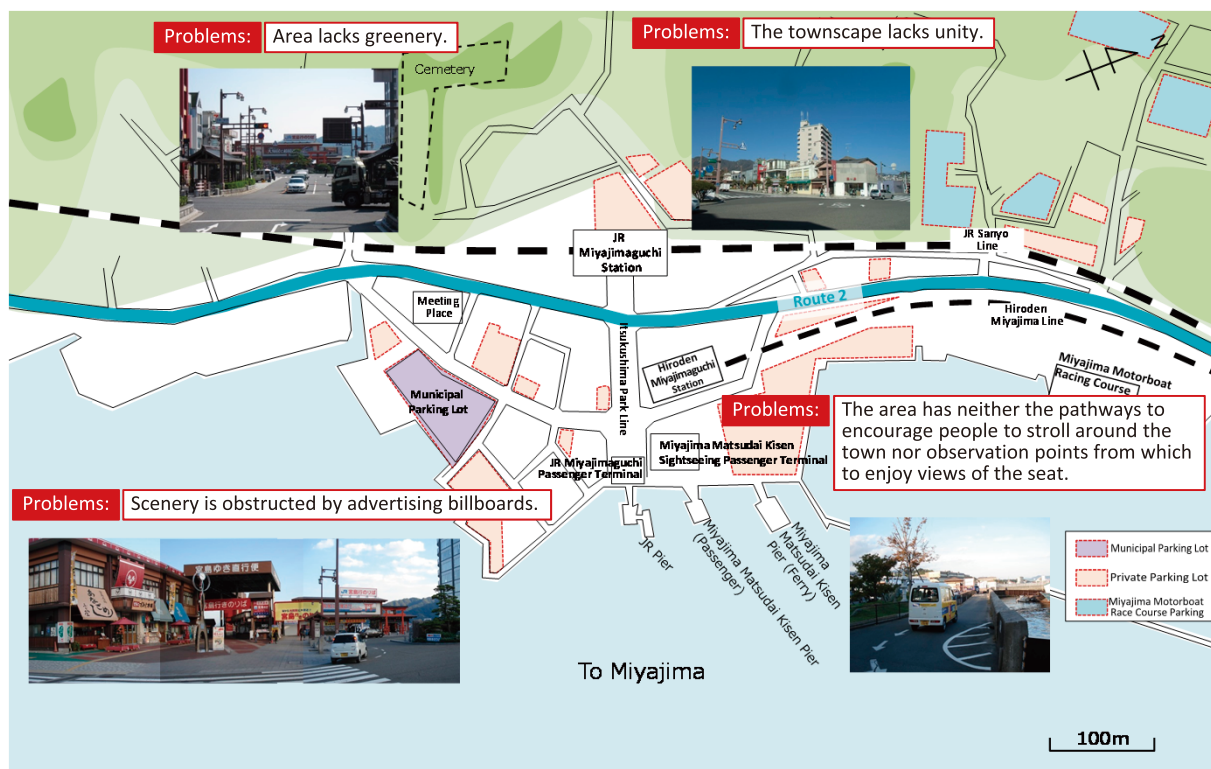
Topographic/geographic Characteristics



Traffic Characteristics



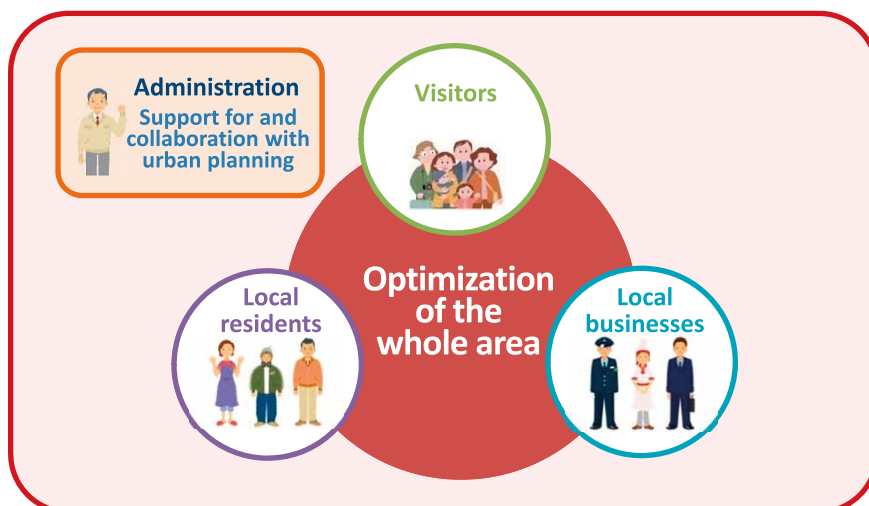
Land use and economic characteristics



Summary

- Currently, the Miyajimaguchi area faces traffic congestion and many other problems. Even though it has the advantage of a variety of traffic connecting points and about 4 million annual visitors, most of whom are tourists bound for Miyajima Island, it doesn't make the most of these advantages due to the lack of provisions for resting, viewing and strolling.
- The problems of the area are accessed differently by people from different points of view: the local residents, visitors, local business and the transportation industry.
- The Grand Design will provide various policies and goals for the “congruent optimization of the whole area,” making the best use of the structural characteristics of this area.

▼ Main perspectives gained by viewing the issues from multiple angles



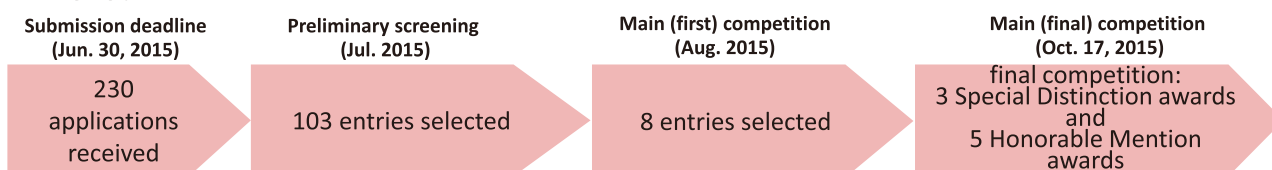
International competition

- Due to our unique position as “Gateway to Miyajima and the Itsukushima Shrine, a World Cultural Heritage Site,” and because we have been receiving more overseas tourists in recent years, we hosted the “International Urban Planning Competition for the Miyajimaguchi Area” (hereafter referred to as the “International Competition”) to invite urban planning ideas from Japan and abroad, to improve this area.
- We will make practical use of the ideas that were proposed at the International Competition, the opinions from the Committee and Division Committee members for the International Competition and the results of the survey conducted in conjunction with the International Competition.

Summary of the judging procedure

- Registration for the International Competition began Feb. 6, 2015. We had 1,004 individuals/groups register. Entry submission started on May 11th. We received 230 applications in total, including 15 from overseas.
- The Committee for the International Competition, which consisted of architectural, urban engineering and tourism experts, was engaged in the judging of the applications submitted during the official period.

▼ Judging procedure



The Grand Design

Basic principles

- Hatsukaichi City considers this area to be a base where tourists can enjoy interacting with the local population. “Connection” is the key to our becoming a city of sustainable vitality; making the most of the tourism resource, “Miyajima and the Itsukushima Shrine, a World Cultural Heritage Site,” we hope to see local communities connect with one another, and the whole area connect with the world and the future.
- We intend to overcome the challenges this area faces and redesign it to truly suit its role of welcoming tourists from all over the world to Miyajima and the Itsukushima Shrine. Specifically, we would like to create a warm and welcoming space for tourists and make more information about our history and regional culture available, in the hope that this area will become the keystone to revitalization of the whole city.
- We feel the main themes the International Competition has suggested take past city plans and the geographic position of the city into consideration and are precisely the direction this area should take.
- For this reason, we decided the basic principles of the Grand Design should be as follows.

Basic principles ►

**Gateway to Miyajima and the Itsukushima Shrine,
a World Cultural Heritage Site:
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Miyajimaguchi**

Urban Planning Policies

- We will refer to the suggestions proposed at the International Competition, the opinions from the Committee and Division Committee members for the International Competition and the results of the survey conducted at the same time, to inject “connection” into the plan in practical ways. Working from this, we will create a “place of exchange” bustling with people in the Miyajimaguchi area, a hub for connections. We intend to make this an ideal place not only for tourists, but also for the locals. With the aim of deciding on urban plans suitable for the entire area, we will create our policy as follows.

Urban planning policy ►

**Mindful of our connection with the World Cultural
Heritage Site, Miyajima and the Itsukushima Shrine,
we will provide for comfortable flow of people in
bustling areas of the town.**

City pathway networks and connecting points

- In the city, we will set up a network (infrastructure such as roads) and connecting points as below. Building on this, we will demonstrate the direction our urban planning is to take as regards new facilities, land use, and after due consideration, the paths of flow of cars and pedestrians.
- We will reinforce existing facilities by increasing their capacity or improving their levels of convenience and create networks that converge at connecting points. By strengthening the connections between and among these facilities, we can create valuable networks of pathways and connecting points.

▼ City network and connecting point concepts

Roads and other connections	Main traffic artery	• Route 2, the east/west bisecting road, will be the main artery for traffic. • This artery is designated as the most important access for all types of traffic to the area from surrounding areas.
	Symbolic approach to the area	• The north/south prefectural road, "Itsukushima Park Line," vertically bisects the area and will be the symbolic approach to the shrine. • Because this symbolic approach is the main path of flow for visitors to Miyajima, we should create a space geared to a large volume of visitor traffic, uniting the appearance of the footpaths and the wayside shops in a consistent way. The look of the entire length of the street should be consistent with its importance as the Gateway to the World Cultural Heritage Site, Miyajima and Itsukushima Shrine. • This road should also function to funnel visitors to the network of pathways.
	Major access roads	• Municipal Roads: Akasaki Rt.3 and Akasaki Rt.14 are the major access roads. • Akasaki Rt. 14 is the access road to the north entrance of the JR Station. It runs east/west, north of the JR Station. It also functions as the access road for car parks north of the JR Station. • Akasaki Rt. 3 is the access road that runs east/west on the south side of the JR Station. It also functions to funnel visitor traffic in the area.
	Visitor flow along the coast	• The seaside visitor flow is to move along a space created exclusively for pedestrians along the protective shore barrier. • This flow of pedestrians is to enhance east/west visitor traffic along the coast. It is expected to promote visitor flow in the area as a whole.
Connecting points		• The connecting points are the places of arrival & departure for pedestrians and vehicles, primarily for access to Miyajima. Those points are JR Miyajimaguchi Station, Hiroden Miyajimaguchi Station and Hiroden parking lot, the ferry terminal, the municipal parking lot, and the car parking lot north of JR Station.

▼ Map of main roads and traffic connecting points

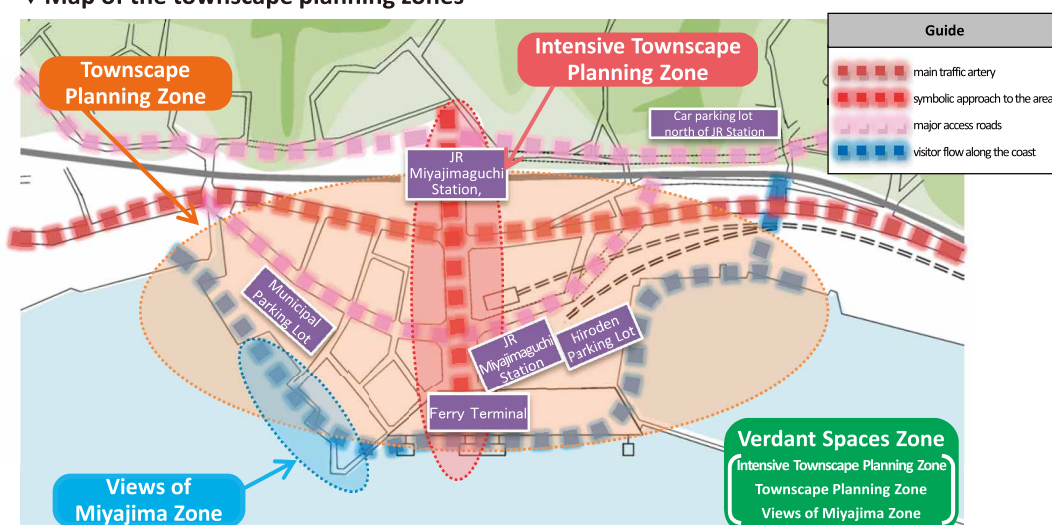


Dividing the area into zones

(1) Zoning for townscape planning

- An excellent townscape will enhance the brand strength and the appeal of the area. This will in turn eventually result in greater interaction between tourists and local residents. For the local residents, we intend it to improve the quality of the living environment, and increase resident attachment to and pride in the area.
- Knowing the positive outcomes of this idea, and taking the city networks and the connecting points mentioned above into account, we designate the south side of JR Station as the Townscape Planning Zone. In this zone, the area along the symbolic approach, the Itsukushima Park Line, which is the main path of flow for visitors to Miyajima, is designated the Intensive Townscape Planning Zone.
- Along the seaside path of visitor flow, the area west of the Ferry Terminal is designated the Views of Miyajima Zone.
- Each zone mentioned above is also carries the designation of Verdant Spaces Zone.
- In future townscape planning, we are aiming for design unity for any future facilities. Specifically they are to have a consistent tradition-steeped tranquil Japanese style. The designs are to show consistency and connection with the scenery of Miyajima. We are also promoting regulation and guidance for outdoor advertising.

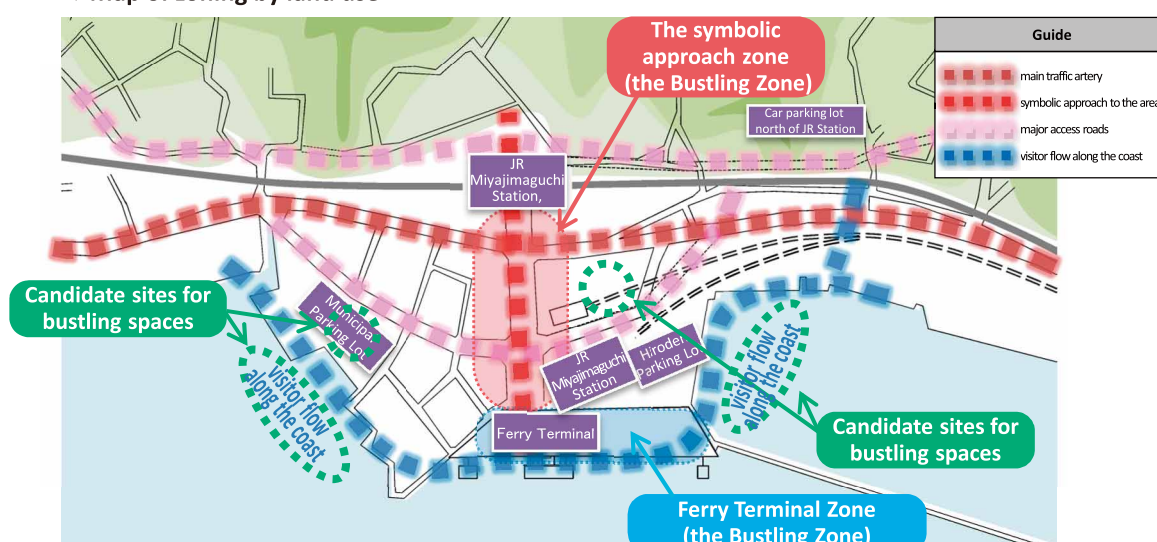
▼ Map of the townscape planning zones



(2) Zoning by land use

- Based on the city pathway network, the connecting points and the characteristics of land use, we designate the symbolic approach zone and the ferry terminal zone as “Bustling Zones.”
- The municipal parking lot, the site of the demolished Hiroden station and the pathway along the seaside are currently designated as candidate sites for the Bustling Zone. We will finalize or revise this after discussing it and coordinating plans with all the interested parties in the area.
- As for zoning and the land-use plans of other parts of the area, we will make decisions after we discuss and coordinate with all the interested parties in the area, working from the city pathway network, the connecting points and characteristic land use.

▼ Map of zoning by land use



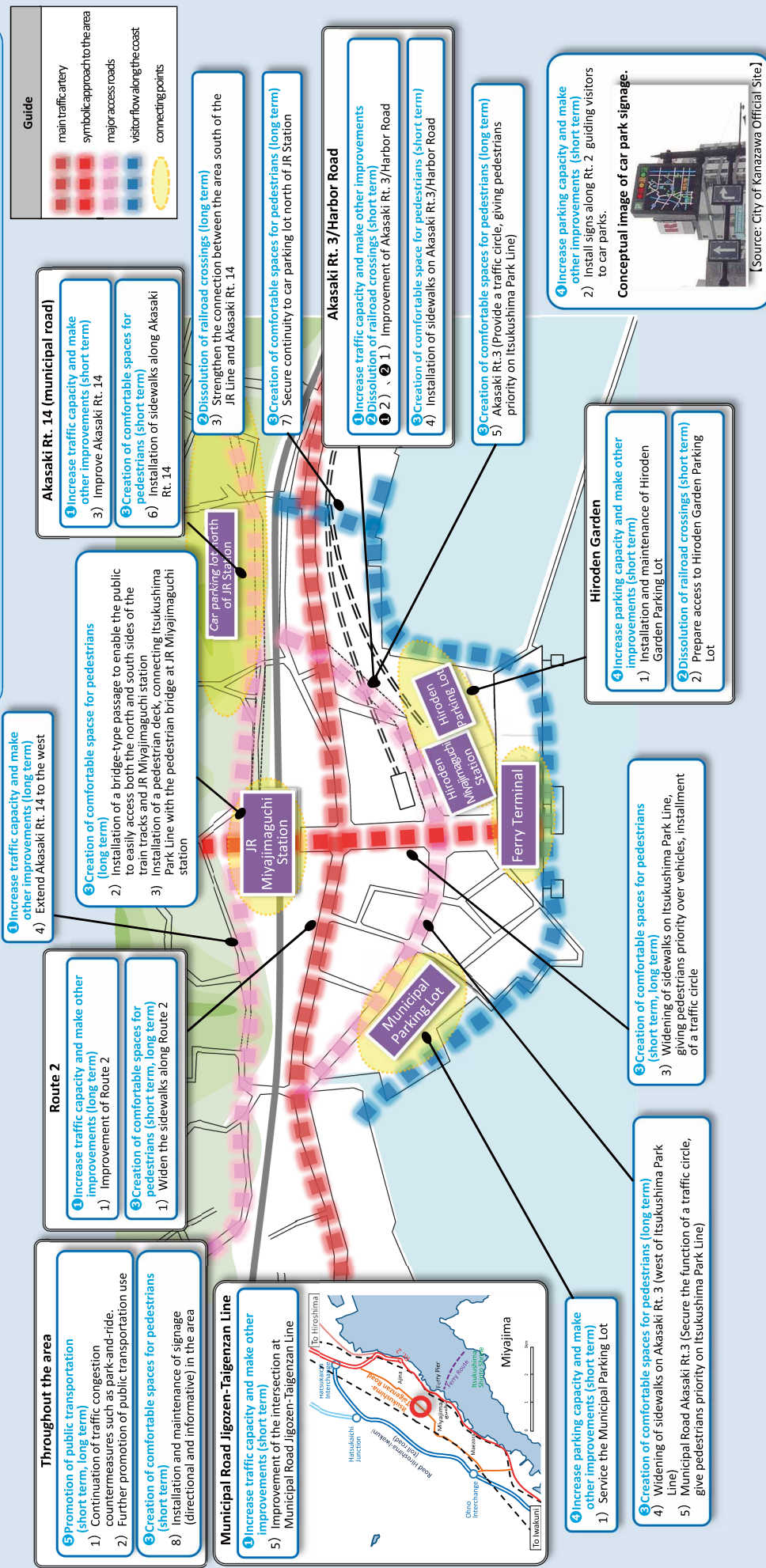
Pillar Policy (I) Transportation facilitation

[Policy goals] Smooth management of both the Mijajima tourist traffic and the through-traffic, as well as creation of comfortable spaces for pedestrians.

In order to improve area comfort to the point that it is the strongpoint of tourism here, we will provide for smooth traffic flow by directing the two types of vehicular traffic: tourist/visitor traffic and through traffic that uses Route 2 and other roads. We also intend to make a pedestrian-friendly city by separating vehicular and pedestrian traffic where possible, and securing comfortable spaces for pedestrians.

《Anticipated effects of urban planning》

- ☞ Reduce traffic congestion on Route 2 during the height of the tourist season (shorten the time wasted in traffic congestion)
- ☞ Increase the number of people using public transportation
- ☞ Reduce the time required to park a car.
- ☞ Reduce the length of backed up vehicles on the Jigozen-Taigenzan Road during the height of tourist season.
- ☞ Improve the level of satisfaction (comfort) of people, entering the Miyajimaguchi area: by improving train and other conveniences, road and walkway maintenance and other key features.



※Barrier-free laws and ordinances will be strictly observed and universal (inclusive) design concepts will be put into practice in all facility plans.

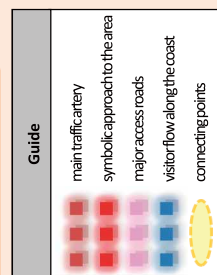
Pillar Policy II Improvement of living environment

[Policy goals] Improve the comfort level of the area living environment while promoting tourism at the same time.

Many people live, work and do business in the Miyajimaguchi area. We should provide a comfortable living environment for the residents, while improving convenience for tourists as well.

《Anticipated effects of urban planning》

- Improved level of satisfaction of the local residents, concerning the comfort of the living environment (train connections and other conveniences, capacity to comfortably handle large volumes of visitors, condition of roads and sidewalks)
- Improved level of satisfaction of the local residents, concerning measures to deal with natural calamities.
- Extension and promotion of the public sewage system.



Throughout the area

- 1) Install and maintain sewerage, parks (convert vacant public land) and similar areas (short term)
- 1) Install sewerage throughout the area.
- 2) Installation and maintenance of sewerage, parks (vacant public land) and similar areas (long term)
- 2) We will make parks (using vacant public land) starting immediately, at necessary spots throughout the area, including the park at the current assembly hall.
- 3) Reinvigoration of regional industries (short term, long term)
- 1) In executing this urban planning, we will use timber from Hatsukaichi City for the new public spaces and similar areas. We will patronize industries not only in this city, but also regionally.
- 4) Invite facilities that improve convenience and other aspects (long term)
- 1) Secure facilities that improve convenience for local residents throughout the area.

Conceptual image of a space for pedestrians along the shore protection barrier



in the vicinity of Ujina Hatoba Park, Hiroshima

2) Prepare disaster prevention countermeasures (including improvement of seaside pathways) (short term)

- 1) Repair the deteriorated shore protection barrier to be better prepared for disasters. It will not only improve the safety of the area, it will also create comfortable spaces for pedestrians and function as a path for visitors along the seaside.

5) Promote the creation of communities (short term, long term)

- 1) Secure functions necessary for urban planning in this area.

Car parking lot north of JR Station

2) Enforce disaster prevention countermeasures. (short term)

- 2) Enforce anti-flooding measures (storm drainage) north of JR Station.

8) Preparation of disaster refuge facilities (short term)

- 1) Utilize the ferry terminal, the municipal parking lot and similar areas as disaster refuge facilities. Equip those facilities with signage showing where to go when evacuating a place.

Conceptual image of a green park along the coast



the vicinity of Ujina Hatoba Park, Hiroshima

3) Install and maintain sewerage, parks (vacant public land) and similar areas (short term)

- 2) Improve the green space beside the terminal (make a park) (vacant public land), prepare a path for visitors along the seaside.

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Pillar Policy III Creation of an excellent townscape

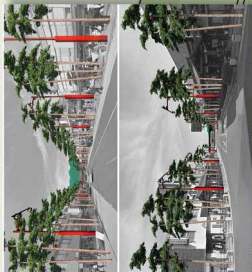
[Policy goals] Create a townscape suited to being the Gateway to Miyajima and Itsukushima Shrine, World Cultural Heritage Site, being conscious of the connection with Miyajima.

We will create a townscape that heightens visitor anticipation levels of a trip to Miyajima, as soon as they arrive at the Miyajimaguchi area. They will be able to sense the World Cultural Heritage Site across the sea before actually seeing it. We aim to produce over-all unity by using traditional Japanese-style design that exudes graciousness and calm, while being conscious of the connection with Miyajima.

《Anticipated effects of urban planning》

- Increased number of visitors to Miyajima (notably those from overseas)
- Improved levels of visitor and resident satisfaction with the townscape
- Improved ratio of verdant areas

Conceptual image of along the Itsukushima Park Line



Guide	
	main traffic artery
	symbolic approach to the area
	major access roads
	visitor flow along the coast

- 1 Townscape and skyline renovation (short term, long term)**
- 1) The forms, designs and facades of future construction, such as the new ferry terminal building in the Intensive Townscape Planning Zone and the private facilities along the symbolic approach of Itsukushima Park Line will have a congruous rich, tranquil Japanese style.
 - 2) As for the buildings in the "Townscape Planning Zones," we will guide and regulate their forms, and designs, and implement building height restrictions to preserve scenic views and beautiful landscapes in order to create an excellent townscape.

- 3 Regulation of outdoor advertisements (short term, long term)**
- 1) In the Intensive Townscape Planning Zone, we will regulate and guide the position, forms, designs and colors of outdoor advertisements along the Itsukushima Park Line prefectural road (the symbolic approach), and around the ferry terminal. We will create an excellent townscape, incorporating area buildings. Implementing the same policies, equal efforts will be made for the Townscape Planning Zones.

- 2 Quality and appearance improvements of Itsukushima Park Line (short term, long term)**
- 1) Along with the plan to give priority to pedestrians using the symbolic approach to the world heritage site, Itsukushima Park Line, we will improve the quality and the appearance of the road, giving it a look that is congruent with being the approach to a shrine and create a landscape suited to this symbolic approach.

Conceptual image of municipal parking lot



Intensive Townscape Planning Zone

Car parking lot north of JR Station

Townscape Planning Zone

JR Miyajimaguchi Station

Municipal Parking Lot

Hiroden Parking Lot

Ferry Terminal

- 5 Increasing the ratio of verdant areas (short term, long term)**
- 1) We will play a leading role in promoting the planting and maintenance of vegetation in this area, focusing on the city pathway network and connecting points. Furthermore, we intend to promote the planting and maintenance of vegetation on private land, such as private car parks.

Conceptual imagea verdant car park



Verdant Spaces Zone
Intensive Townscape Planning Zone
Townscape Planning Zone
Views of Miyajima Zone

- 4 Secure views of Miyajima (short term)**
- 1) Provide an observatory and other viewing stations along the coastal pathway to secure views of Miyajima.

Conceptual image of secured views of Miyajima



Conceptual image of the ferry terminal



Views of Miyajima Zone

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Pillar Policy IV Creation of a space, bustling with people

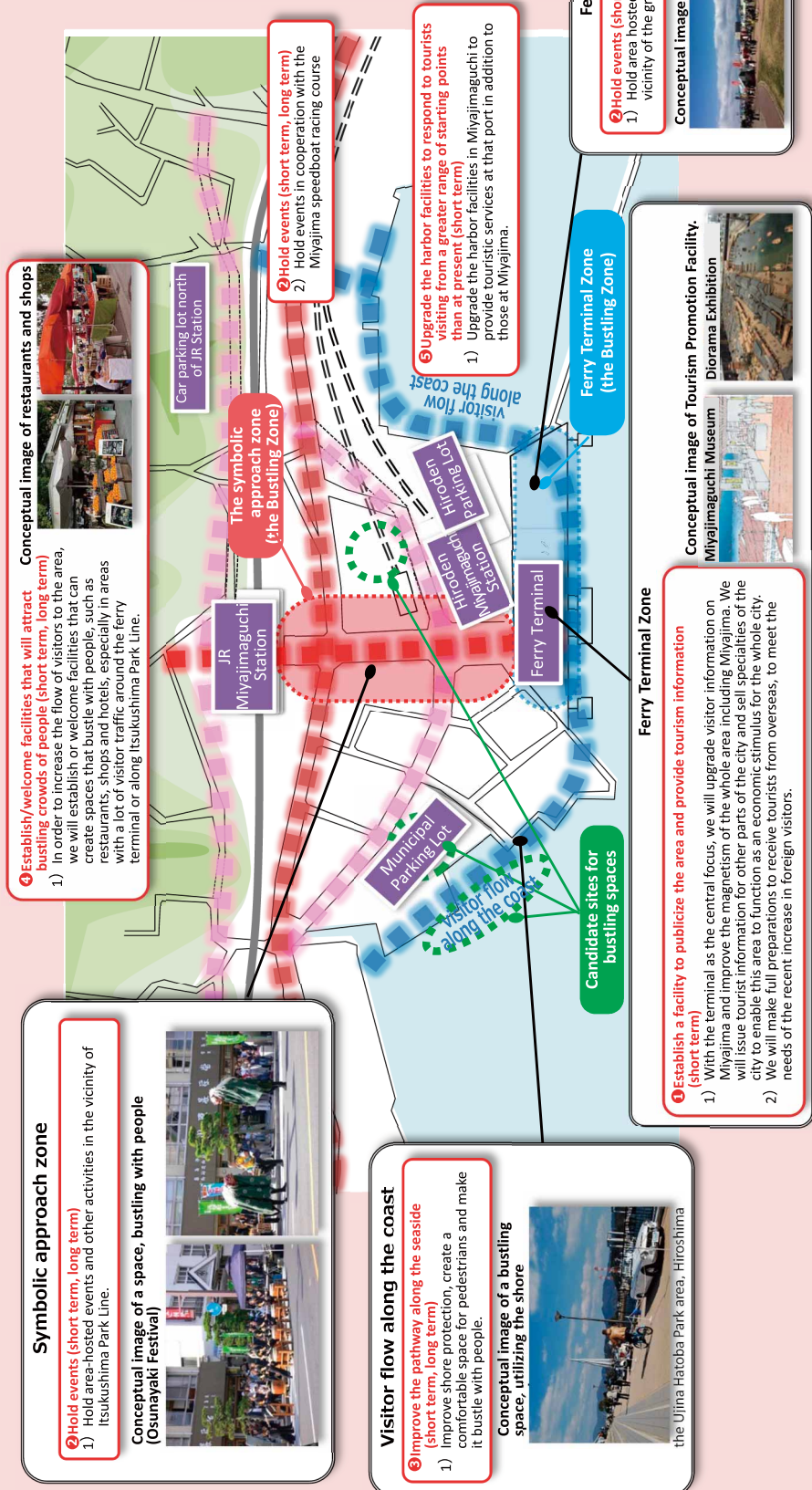
[Policy directions] Improve the networks of paths and flow of tourists from Itsukushima Park Line and the connecting points.

In order to revitalize the entire city and strengthen its tourism base, we must develop some appealing new features in the area, in cooperation with local businesses and residents. While making the best use of the seaside location, we can hold various events in the area and cooperate with tourism in other municipalities. By improving the flow of visitors in the area, we will convert this area from a transit point to a place of sojourn.

《Anticipated effects of urban planning》

- ☞ Increased tourists to Hatsukaichi City (notably from overseas)
- ☞ Increased time tourists spend in the area (including Miyajima)
- ☞ Increased tourist expenditures
- ☞ Increased number of visitors staying overnight in Hatsukaichi City
- ☞ Increased number of tourists during Miyajima's 5-month off-season

Guide	
■	main traffic artery
■	symbolic approach to the area
■	major access roads
■	visitor flow along the coast



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Miyajima sea route, photographed September 2012.

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