

Urban Landscapes

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Sendai City is known as the "City of Trees" due to its beautiful characteristics. In order to protect the beautiful landscape that has developed over the years, the City of Sendai established the Urban Landscape Committee in 1985 as an internal committee devoted to implementing various landscape development projects in accordance with areas of architecture, greenery, waterfront, roads, history and culture. The City of Sendai also discussed with a number of academic experts, professionals and citizens how the Urban Landscape Committee should function in response to the urbanization of Sendai resulting from its designated city status. Following this discussion, the City of Sendai adopted the City of Trees Landscape Ordinance in March 1995.

Afterwards, the public interest increased towards aesthetic landscapes, including nationally-renowned beautiful streets, leading to the enactment of the Landscapes Act, a general law concerning the preservation of landscapes. Under the framework of this law, the City of Sendai revised the City of Trees Landscape Ordinance in March 2009 to make even greater efforts to maintain the city's best landscapes.

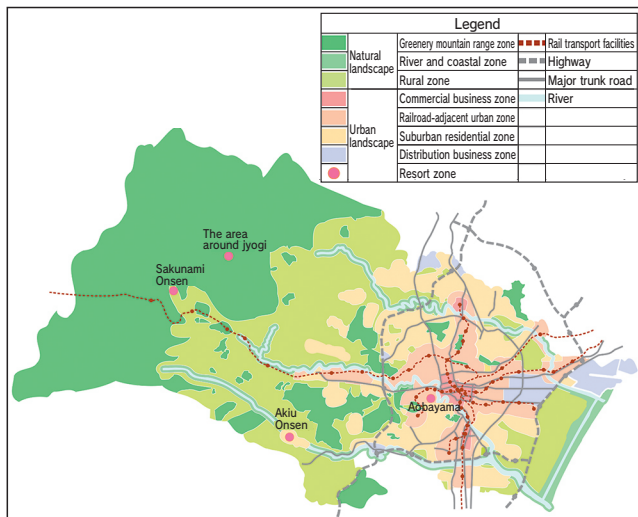
◆Sendai City "City of Trees" Landscape Plan

In accordance with the revision of the ordinance in March, 2009, the City of Sendai formulated Sendai City "City of Trees" Landscape Plan. The City of Sendai is aiming to develop attractive landscapes by utilizing the characteristics of Sendai as a city of trees. In order to construct favorable landscapes, the principle of constructing the landscape, restricted procedures, and other necessities were determined for each zone of specific districts and these matters are notified when building permissions are given or through official recommendation systems.

As a Landscape Planning Area, the whole area of Sendai City was divided into eight zones according to each characteristics of them. The old castle town, which was the origin of Sendai, was designated as a Prioritized Landscape Planning Area and divided into four zones with the purpose of utilizing each zone's characteristics, and every zone has limits on structures including shapes, designs, heights and colors as well as afforestation.

In November 2022, the Landscape Plan was changed in order to create an attractive cityscape, and the relaxation of height limit included a new condition that "public spaces" must be established.

■Sendai City "City of Trees" Landscape Plan Eight Zone Map of Landscape Plan Area



◆Aesthetic Landscape Districts

Jozenji-dori Avenue District and Miyagino-dori Avenue District are specified as aesthetic landscape planning districts that were acknowledged in April 1998 and October 2005 as districts necessary for landscape planning promotion. These districts were then designated as aesthetic landscape districts in FY 2011. The Aoba-dori Avenue District and Miyagino-dori Avenue District were designated as aesthetic landscape districts in December 2015 and December 2016, respectively.

◆The City of Trees Aesthetically Important Buildings

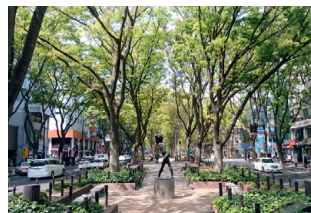
With the approval of the owners, the City has designated seven historical and cultural properties such as buildings that harmonize with the surrounding environment and contribute to the culture of the City of Trees, as structures of landscape importance.

◆Aesthetic Landscape Development Council

Organizations that seek to improve local landscape are certified as Aesthetic Landscape Development Councils. These councils can make proposals on the development of urban townscape to the mayor.

■Aesthetic Landscape Districts

■The City of Trees Aesthetically Important Buildings



Jozenji-dori Avenue District



Yokoyama Miso & Soy Sauce Store:
Designated October 2002



Aoba-dori Avenue District



Former Hariso Inn :
Designated in December 2017



Miyagino-dori Avenue District



Shojiya Soy Sauce Store:
Designated February 2019

■Aesthetic Landscape Development Council



Jozenji-dori Avenue Development Council



Aoba-dori Avenue Development Council

Outdoor Advertising

The City of Sendai developed the Sendai City Outdoor Advertising Ordinance, based upon the Outdoor Advertising Law. The ordinance defines restrictions that apply when installing outdoor advertising, and was adopted to maintain scenic beauty, prevent public hazards and develop Sendai's landscape. In the Area of Particular Emphasized Landscape designated in the Sendai City "City of Trees" Landscape Plan, which was formulated based on the Landscapes Act, special standards for outdoor advertising are set for each zone, and detailed regulations and guidance that match the characteristics of each area are provided, including the designation of particular areas as the Outdoor Advertising Landscape Area under the Sendai City Outdoor Advertising Ordinance.

◆ Prohibited Areas

The City of Sendai designated the following areas where advertising displays are prohibited under the Advertising Ordinance.

- Scenic Districts
- National, quasi-national, and prefectural natural parks, municipal parks, landscape districts, landscape preservation districts, prefectural natural resource preservation areas, greenery preservation areas, etc.
- National and important cultural properties, designated prefectural cultural properties, historical and scenic beauty areas, designated natural treasure areas, etc.
- Public offices, schools, libraries, museums, substations, public toilets, etc.
- Ancient tombs, cemeteries, crematoriums, temples, shrines, churches, etc.
- Environmentally protected areas based upon the Hirose River Preservation Ordinance
- Areas within 500 meters of the Tohoku Expressway, Sendai Tobu Toll Road, The sections of the Sanriku Jukan Expressway, Sendai Nambu Road and Tohoku Shinkansen Line within the city, as well as the areas within 500 meters of them (commercial districts are excluded; in urbanization promotion areas, only advertisements placed higher than the road surface are subject to restriction; rest areas and gas stations along the roads are excluded.)
- The sections of JR lines within the city

◆ Permitted Areas

Sendai designated the following areas where advertising displays are permitted. The areas are divided by characteristics into three district categories and are valued based on the balance between scenic beauty and industrial promotion in the permitted areas.

- Category I permitted areas
 - Outside City Planning Areas
 - Urbanization Promotion Areas
 - Category II Low-rise Exclusive Residential Zones
- Category II permitted areas
 - Areas other than Category I and III Permitted Areas
 - Category III Permitted areas
 - Neighborhood Commercial Zones
 - Commercial Zones
 - Quasi-industrial Zones
 - Industrial Zones
 - Within 30m from the following roadsides between certain intervals:
 - Route 4
 - Route 45
 - Sendai-Shiogama Road
 - Sendai-Matsushima Road

Standards for Class 1 authorized areas apply to the premises of public facilities and other areas, regardless of if they are Class 2 or Class 3 authorized areas.

◆ Outdoor Advertising Landscape Areas

The areas which were determined as the Area of Particular Emphasized Landscape by the Landscape Plan, were designated as Outdoor Advertising Landscape Districts, under Sendai City Outdoor Advertising Ordinance. To these area, Advertising Installation Standards, more concrete standards in light of the landscape plan than the present permit standards, and Advertising Inducement Standards, which recommends more favorable advertising are applied.

Advertising Inducement Standards stipulate matters which should be recommended in order to create good landscapes. The standards are also taken in the agreements which are made for each building on a voluntary base.

◆ Outdoor Advertising Model Districts

The Jozenji-dori District, the Miyagino-dori District, and the Aoba-dori District are designated as Outdoor Advertising Model Districts to maintain the beautiful landscape of Sendai as an advertisement landscape based on the Advertising and Landscape Standard.

■ Outdoor Advertising Landscape Areas

