

Topics

Sendai City Center Redevelopment Project

The City of Sendai has been involved in the Sendai City Center Redevelopment Project since July 2019 to redevelop the city center, which is the central hub for economic activities and various exchanges, and is aiming to move on to the next stage of earthquake disaster reconstruction. This project aims to enhance urban functions through various challenging activities in cooperation with residents and business operators to realize a vibrant city that continues to generate liveliness, various exchanges, and continuous economic vitality by taking advantage of the characteristics of Sendai City, which is also called the City of Trees. The project will be implemented until FY 2030.

◆ Future Image for the City Center and Policy Directions

“A vibrant city center with distinct characteristics as the City of Trees which is selected as a place for work and entertainment”

(1) City center where innovations that lead the Tohoku region are created

Aiming to create a city center that is selected as a place to work, where advanced urban functions are accumulated and various innovations that attract investments from home and abroad are created

[Policy direction] Linking the creation of high-performance offices to attracting businesses; Establishing a hub for business startups, etc.

(2) City center that generates new vitality which makes the city a hub for various exchanges in the Tohoku region

Aiming to create a city center where people from both home and abroad can gather and enjoy themselves, by creating new vitality and attractiveness in a spacious areas produced through the integration of public space and private land

[Policy direction] Increasing spending in the area by tourists and participants in MICE events through the development of hands-on

programs and the improvement of the environment for accepting these groups; Revitalizing shopping districts in urban areas; Improving the traffic environment with the aim of enhancing ease of access around in the city center, etc.

(3) City center that has distinct characteristics as the City of Trees

Aiming to create a city center with distinct characteristics as the City of Trees where each street and area shows its individuality in the green urban environment that creates an aura of rest and relaxation, while taking advantage of high disaster resilience and a beautiful environment

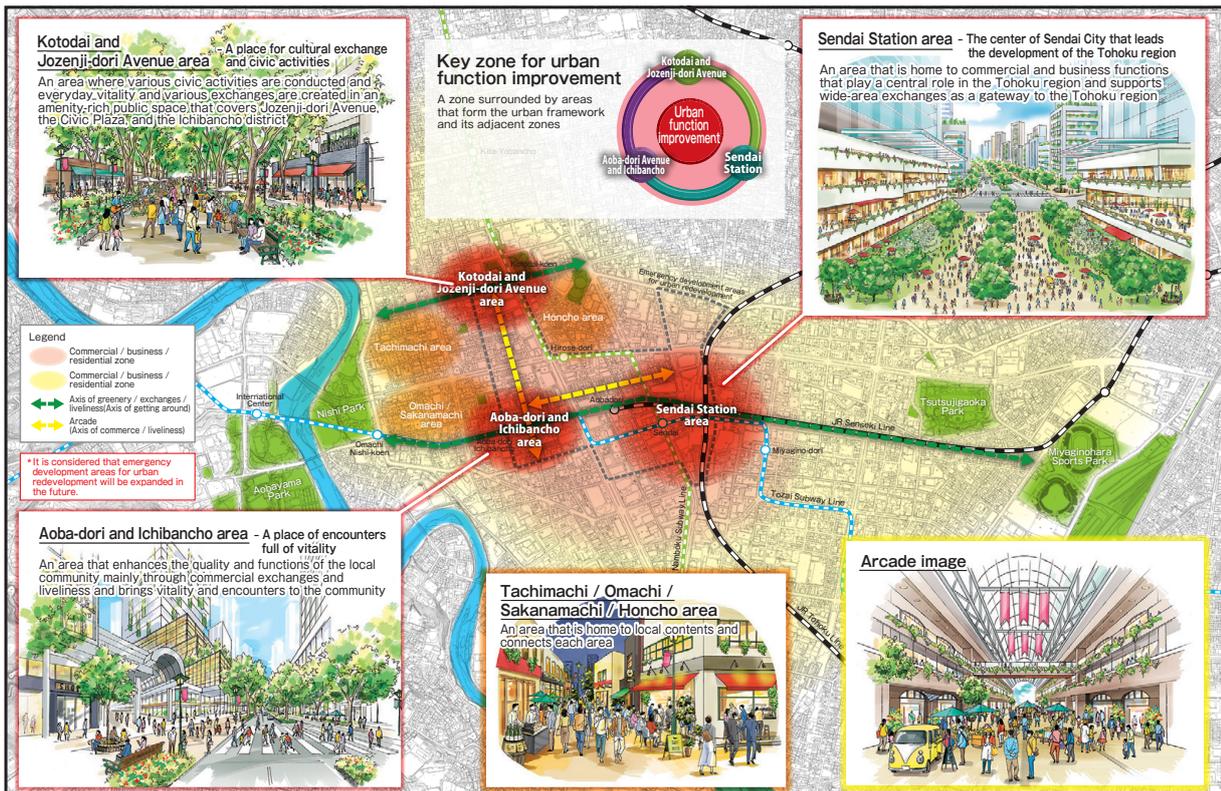
[Policy direction] Establishing a safe, secure, and comfortable urban environment that is selected from the perspective of the diversification of corporate risks; Promoting area management which takes advantage of the characteristics of streets and areas; Developing the city through renovation, etc.

◆ Measures for major projects (As of November 2023)

The City of Sendai has developed the following measures when aging buildings are rebuilt and office space is expanded. Through the integration of ICT companies and head office functions, the measures aim to create a virtuous cycle that will lead to the attraction of private investment in the region.

- Creating the Sendai City Grant Program for the Promotion of Rebuilding in the City Center
- Easing restrictions on the floor-area ratio with a focus on the creation of high-performance offices
- Improving and expanding the Sendai City Subsidy Program for Urban Redevelopment Projects
- Consideration toward the expansion of emergency development areas for urban redevelopment
- Strengthened the “Subsidy Program for the Promotion of Attracting Companies”
- Formulated the “Policy to Promote the Development of Green Buildings”

Sendai City Center Redevelopment Project - Future Image for the City Center



Urban Redevelopment Policy

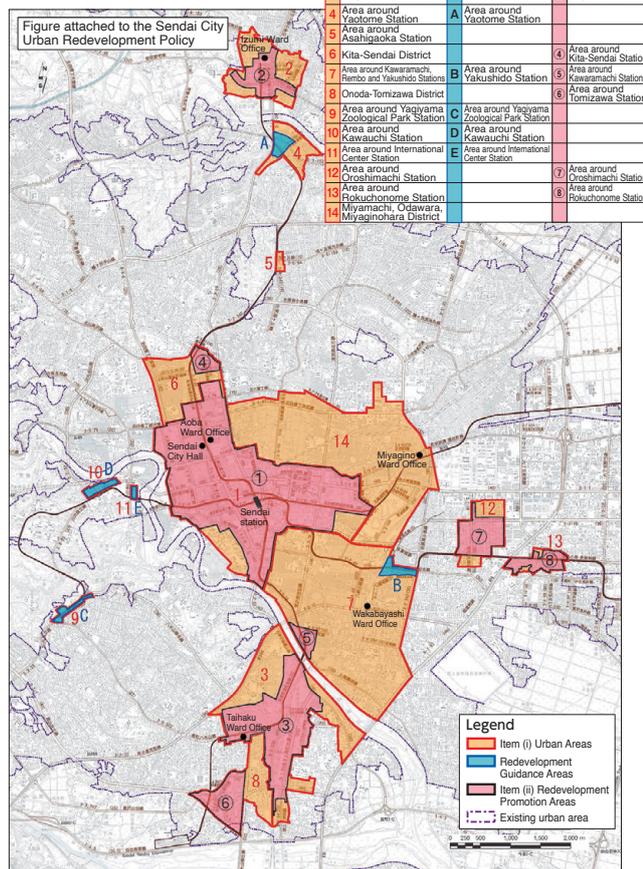
Due to the fact that a certain degree of infrastructure development has been completed in existing urban areas, the City needs to shift from conventional promotion of new infrastructure development to reconstruction of existing urban areas where time has passed after completion of the development, towards a function-intensive city development centered on railways. Additionally, in April 2023, the policy was updated to its present form, reflecting the current status of community development along subway lines, the latest trends in development by private sectors and those in each area following the opening of the Subway Tozai Line, guiding them towards the community development that the City is aiming for.

◆ Areas

The policy defines “Item (i) Urban Areas” (Article 2-3, paragraph (1), item (i)), “Item (ii) Redevelopment Promotion Areas” (Article 2-3, paragraph (1), and item (ii)) base on the Urban Renewal Act, in addition to “Redevelopment Guidance Areas” which are unique to the City.

Category	Concept of area
Item (i) Urban Areas	<ul style="list-style-type: none"> Existing urban areas in need of redevelopment, such as the city center, regional hubs and urban axes Existing urban areas in need of further improvement of disaster risk reduction functions and residential environment
Redevelopment Guidance Areas	<ul style="list-style-type: none"> Urban Areas on Item (i), of which are around subway stations, do not fulfill conditions required to be Item (ii) Redevelopment Promotion Areas, but are highly effective in realizing function-intensive city planning, and are candidates for community redevelopment If the possibility of redevelopment projects increase, consider re-categorizing into Item (ii) Redevelopment Promotion Areas
Item (ii) Redevelopment Promotion Areas	<ul style="list-style-type: none"> Item (i) Urban Areas where efficient utilization such as intensive use should be promoted, particularly through comprehensive and integrated urban redevelopment, including commercial districts, neighborhood commercial districts, and areas around subway stations

■ Map of the Sendai City Redevelopment Policy



Community Development along Subway Lines

In order to proceed with cooperative and collaborative efforts among various entities for community development while utilizing the respective characteristics and resources of areas along subway lines, which are the city’s urban axes, the City of Sendai formulated the Plan for Promoting Community Development along Subway Lines by March 2023 to show a vision for the future of the city that is shared by residents, businesses and administration as well as to declare policies related to the realization of the vision.

Plan for Community Development along the Subway Namboku Line

In order to concentrate urban functions in the cross-shaped urban axes centered on railways, it is important to strengthen functions and generate new vitality in existing urban areas, not only along the Tozai Line, but also along the Namboku Line where mature urban areas have formed in the 35 years since the subway line opened.

Going forward, the City will share with communities along the Namboku Line its vision for the future of the city and the measures being taken to realize this vision, and will collaboratively promote efforts for community development that leverages the local characteristics and resources.

Vision for the Future of the City

*Extract from the Plan for Community Development along the Subway Namboku Line



Area around Yaotome Station

A livable, bustling neighborhood that utilize the convenience of transportation



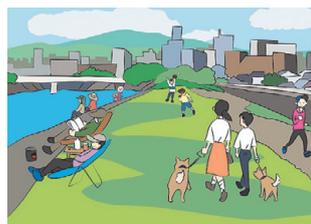
Kuromatsu, Asahigaoka, Dainohara District

A livable neighborhood with an appealing environment for learning and having fun while immersing in nature



Area around Kita-Sendai Station

A unique neighborhood that combines a nostalgic atmosphere with convenience



Area around Atago-bashi and Kawaramachi Stations

An attractive neighborhood with rich history and nature, where life and commerce coexist



Area around Tomizawa Station

A lively, happy neighborhood where healthy and comfortable lifestyles unfold in a new townscape

Urban Development by Locally-run Area Management

Area Management in the Sendai Station East District

◆ **Initiative of the Sendai Station East Community Development Council**
 In the Sendai Station East District, infrastructure development through land readjustment projects (executed by Sendai City) was completed in FY 2015. The Sendai Station East Community Development Council was established in FY 2019, and in March 2020, the Council formulated the Sendai Station East Community Development Plan with the future vision of “an area with various activities where people can live, work, enjoy, and learn together.” The Council intends to make the area a continuous place of choice to live and work, and to promote community development that is unique to the area while responding to various social needs, such as creating a neighborhood that is enjoyable to walk in and where residents can realize their own work and life style.
 In order to realize this vision for the future, food trucks and benches which were used at Rakuten Mobile Park Miyagi have been installed on the sidewalk of Miyagino-dori Avenue. In FY 2021 and FY 2022, the Council held the Social Experiment on Road Space Shared by Bustling Crowds, Mobility and Logistics, and since FY 2021, it has held the Social Experiment to Generate New Vitality and Improve Services at Tsutsujigaoka Park. Moreover, in FY 2021, the Council was certified as the first Organization of the Sendai City Community Development for Urban Revitalization that aims to become an urban renewal corporation.



Replanting of flowers at Tsutsujigaoka Park as Social Experiment to Generate New Vitality and Improve Services in the Park

Area Management in the Jozenji-dori Avenue District

The City of Sendai has been promoting reshaping of road space and taking initiatives for area management on Jozenji-dori Avenue, with the aim of creating liveliness that is distinct from the liveliness around Sendai Station and enhancing mobility in the entire city center area.
 Established in October 2018, the resident-driven Jozenji-dori Revitalization Study Group began discussions on revitalization of the district. Based on the efforts of Study Group members for the utilization of road space, as well as the large-scale social experiment on lane restrictions that was conducted in conjunction by the City and the Study Group, the Jozenji-dori Avenue Area Community Development Vision 2030 (hereinafter “Basic Vision”) was formulated in March 2022.
 In April 2022, the Basic Vision was handed over to the Jozenji-dori Avenue Area Community Development Council. With the presentation to the mayor and with the launch of community development by a new area management promotion system—the Jozenji-dori Avenue Community Development Council and Jozenji-dori Avenue Area Management (a general incorporate association)—, the Study Group was dissolved in May. In July 2022, Jozenji-dori Avenue and Inari Koji alley were designated as roads for enhanced pedestrian convenience (hokomichi), and further utilization of these roads is being promoted by the private sector.



Social Experiment, Jozenji Street Alliance

Review of Public Space in the Area in front of the JR Aoba-dori Station

◆ Establishment of the Investigative Council for the review of the Area in front of the JR Aoba-dori Station

In the area in front of the JR Aoba-dori Station, the private sector is building momentum for community development, including the proposal made in September 2018, by the Aoba-dori Community Development Council, the Aoba-dori Avenue Community Development Vision. Meanwhile, in response to the launch of new community development such as through the City Center Redevelopment Project, the City of Sendai established the Investigative Council for the Area in front of the JR Aoba-dori Station in FY 2021 through public-private cooperation. The Council is composed of academic experts, commerce and industry stakeholders, roadside landowners, transportation operators and others, and promotes a public-private partnership for the review of public space in the area in front of the Station.

◆ Past Initiatives

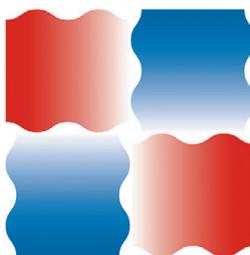
In FY 2022, for the purpose of retaining this area as the face of Sendai in the future, attracting many people and serving as a starting point on the way to other areas, the Council conducted a social experiment (September 23 – October 10) to verify the effect of utilizing the road space, impact on traffic, and the creation of mobility in the city center.

Going forward, based on the results of the social experiment, the Council will proceed to examine the functions and spaces required for this area and their scale, while reflecting the views of various stakeholders in order to formulate a vision for the future. Furthermore, in order to conduct and lead initiatives sustainably into the future, the Council will also continue to find and nurture leaders in a variety of roles and diverse entities.



The social experiment in action

■ Logo design for the social experiment



What if the area in front of Sendai Station along Aoba-dori was the heart of Sendai

With people meeting and interacting here, new trends might emerge.

The “face of Sendai” may come alive as its traits becomes visible.

Such a place will materialize for 18 days! Now, come and see what you feel.

MOVE MOVE
 青葉通仙台駅前エリア社会実験

Sendai-Aobayama Area Vision for Cultural and Tourism Exchange

The area around Aobayama is regarded as the starting point of Sendai, along with having a concentration of resources of history, culture, tourism, academia, and nature. It is also specified as a “global hub for academic and cultural exchange,” in the Sendai City Basic Plan, positioned as an important hub supporting the sustainable development of the city.

Various projects are underway in the area, including the development of Aobayama Park, a basic survey for the restoration of the Otomon Gate, and the construction of the City Center Earthquake Memorial Center combined with music hall. Thus, it is important to take advantage of this opportunity to enhance the overall value of the area and to convey its appeal not only to citizens but also to other parts of Japan and abroad.

In March 2023, the Sendai-Aobayama Area Vision for Cultural and Tourism Exchange was formulated, providing direction for enhancing the value and appeal of the Aobayama area and improving mobility in order to further increase the number of tourists and visitors to the city. The Vision is based on the outlook in about a decade time from now that expects a certain extent of progress in each project.

◆ Concept of the Aobayama area

Connect the past, present, and future of the City of Trees:
Experience a special space and time in Aobayama area

◆ Future vision of the Aobayama area and the direction of initiatives for its realization

(1) Attract citizens and visitors, and lead tourism and exchange in Sendai

By organically connecting and multiplying the attractions of individual tangible and intangible resources, the whole area is full of charm and captivates many citizens and tourists regardless of the season. The area, which is a popular location for locals to relax, feel at ease, and learn and interact in, has also become a place that draws in visitors from home and abroad, and further enhances its attractiveness as a symbolic tourist destination of Sendai.

<Direction of initiatives>

- Develop tourism resources, promote projects
- Enhance and refine tourism content utilizing the area's resources
- Promote siting for facilities, etc. that enhance the attractiveness of the area

(2) Pass on to the future, the urban culture of living with trees and water as making the most of nature

Rich nature, including Natural Monument Aobayama, Hirose River, Aobayama Park, and Nishi Park, is an intimate part of local life. They are treasured as places for residents to socialize, relax and talk with each other. The blessings of abundant forests and water enrich people's lives, and the culture of living together with nature is passed on to the future as a lifestyle of the City of Trees.

<Direction of initiatives>

- Develop environment where people can relax and get close to nature
- Provide new opportunities to enjoy and learn in touch with nature
- Enhance events at Hirose River to enjoy water

(3) Communicate history, culture and art, and foster creativity

Learning and creative activities by various generations of local residents are actively conducted at a variety of locations, including hubs such as the historic Site of Sendai Castle, Zuihoden Temple, the Sendai City Museum, etc. that remind us of the history of Sendai since the feudal lord Date Masamune; the Miyagi Museum of Art, music halls, etc. which are culture and art bases, and centers memorializing the Great East Japan Earthquake designed to create a social culture of recognizing disasters. People including tourists can experience these areas by interacting with a variety of resources of the City.

<Direction of initiatives>

- Provide profound learning and new enjoyment through utilizing historical, cultural and artistic resources
- Create and disseminate new culture based at the City Center Earthquake Memorial Center combined with music hall

(4) Drive the future society with the knowledge and advanced technology of the Academic City

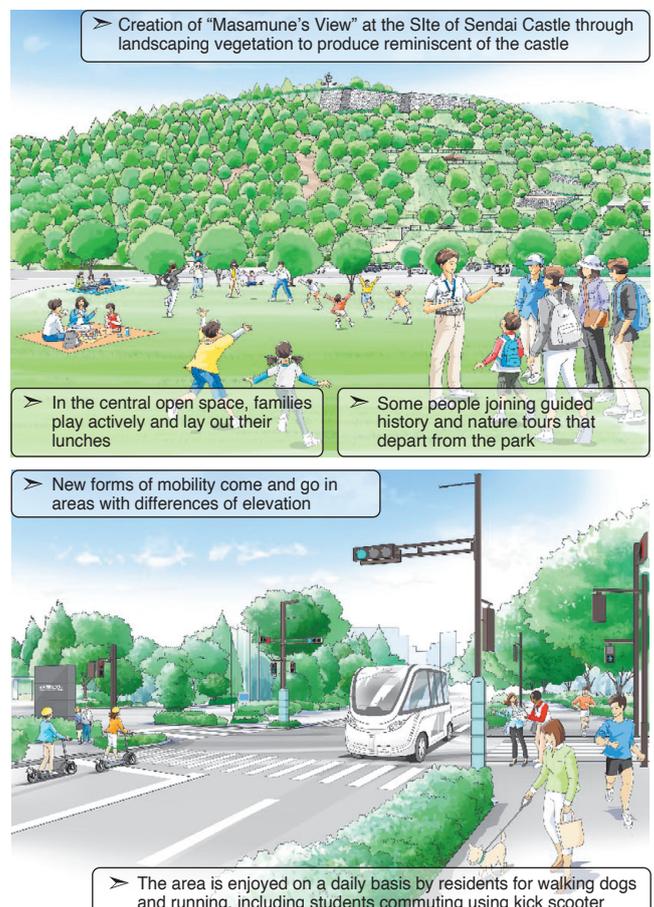
Tohoku University, the next-generation synchrotron radiation facility (NanoTerasu), the Sendai International Center and other facilities are utilized by many students, businesses and researchers. Here, new exchanges and innovations are being created through world-leading research and MICE achievements. The intellectual resources of universities and advanced technology being created in the area are open to local residents as well as to visitors, and contribute to the learning and lives of people in Japan and abroad.

<Direction of initiatives>

- Enhance the framework for accepting MICE in cooperation with facilities in the area and related businesses, and promote mobility of MICE participants
- Enhance opportunities to showcase the intellectual resources of universities and advanced technologies being created in the area to local residents and visitors, and to enhance opportunity for utilizing such technology
- Contribute to the improvement of disaster risk reduction in Japan and abroad by disseminating knowledge of universities and promoting Sendai as a Disaster-Resilient and Environmentally-Friendly City

◆ Future of the Aobayama area

Examples of how to enjoy and spend time in the Aobayama area in about a decade's time are depicted with eight outlook images (two of which are shown below).



Jozenji-dori Avenue Redevelopment Project

Work on revitalizing the Jozenji-dori Area is being conducted through public-private partnerships under the Kotodai and Jozenji-dori Avenue Area Vision (formulated by the City of Sendai in May 2021) and the Jozenji-dori Avenue area Community Development Vision 2030 (formulated by the Jozenji-dori Revitalization Study Group in March 2022).

In March 2023, the City formulated the Jozenji-dori Redevelopment Policy, outlining the direction, concept, development overview and schedule in order to further promote initiatives that utilize public space to create bustling activities and exchange.

◆ Direction of redevelopment

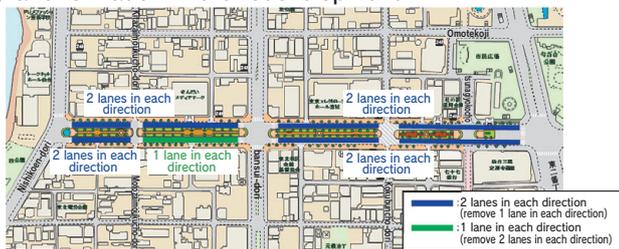
Based on the following two directions, road space will be reshaped with lane reductions while maintaining the line of zelkova trees which is a city symbol.

- (1) Transform the avenue into a “people-centered space” where pedestrians can walk and stay safely, comfortably and spend quality time
- (2) Create an environment conducive to diverse activities, equipped with large spaces and facilities that are easy to access

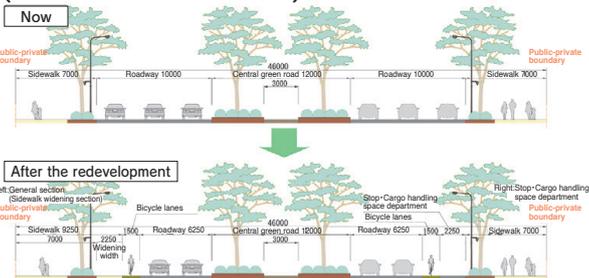
◆ Main details of redevelopment

- (1) Preserve the zelkova trees in their current locations, and give consideration to their growth environment
- (2) Reduce the number of lanes to two lanes in each direction (partially 1 lane in each direction)
- (3) Reshape intersections (make scramble crossings, etc.)
- (4) Install bus bays, taxi stands, and parking/loading bays
- (5) Install bicycle lanes on roadways
- (6) Expand and develop space for people to spend time and use on sidewalks and the central green pathway
- (7) Improve lighting, power supply, and supply water and drainage facilities for events, etc.

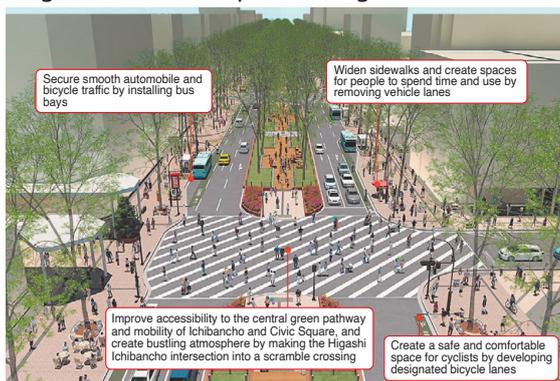
■ Lane formation in the redevelopment



■ Cross-sectional formation in the redevelopment (2 lanes in each direction)



■ Image of the redevelopment design



Reconstruction of the Sendai City Hall Main Building

The main building of Sendai City Hall, which is facing issues including ageing infrastructure, is proceeding with an implementation design for its reconstruction and scheduled to start the reconstruction in FY 2024 with the aim of commencing of services in FY 2028.

In terms of the development, the design concepts are “a government building utilizing simple technologies” and “a government building as an aggregation of small elements,” with a history of civic collaboration unique to Sendai City, the charm of the City of Trees, and the flexibility and resilience as a Disaster-Resilient and Environmentally-Friendly City. The development will be proceeded based on the four basic development policies defined in the basic plan: community development, bustling activity, and collaboration; disaster response and crisis management; convenience; and sustainability and environmental consideration.

In relation to surrounding community development, construction will be designed with an awareness of the axis from the Ichibancho 4-chome shopping district, and generating a flow of people on lower levels of the building. Through developing spaces surrounding the axis where people gather, mobility to surrounding shopping districts and Jozenji-dori Avenue can be enhanced, and reciprocal interaction and liveliness with the vicinity can be generated.

In addition, whereas the public spaces between Jozenji-dori Avenue and the premise of the main building are currently independent from one another, the new main building will seamlessly connect with Jozenji-dori Avenue by creating continuity between the City Hall premises, Shimin (Civic) Square and road spaces. This will contribute to the improvement of mobility in the city.



Kotodai Park Redevelopment Project

Kotodai Park opened in 1956 and underwent complete renovation in 1989 in conjunction with the opening of the Subway Namboku Line. The park is beloved by residents as a lively place for a wide variety of events and a place for relaxation surrounded by lush greenery in the center of the city. However, more than 30 years have passed since the overhaul, and aging of the facilities is becoming obvious. In addition, in the context of linking towards the integrated use of Kotodai Park Shimin (Civic) Square with the lower levels of the premises of the new main building of the City Hall, redevelopment of Kotodai Park is scheduled with the aim to create further vibrancies in the city center and enhance the value of the park.

◆ Basic concept of the redevelopment

Under the basic concept, “Common Garden, a hub for comfort and liveliness to connect people and the city,” the City aims to make the park a symbol of Sendai and “a garden that we are proud of, used and nurtured by everyone” where people can experience the abundance of life in the city, in harmony with the rich greenery, human activities, and liveliness of “Sendai, the City of Trees”. Citizens can also try new things (such as civic activities) in the park and use the park however they wish to.

◆ Direction of redevelopment

1. A center for disseminating the Sendai brand [connect with the world]
2. A place of exchange and creation through diverse civic activities [connect people]
3. A third place in the city center [connect hearts]
4. Green corridors and hub [connect neighborhoods]
5. Development of area management [connect time]

Utilization of the former collective relocation site in the eastern coastal area

Of the land that the city acquired through the promotion project for Collective Relocation for Disaster Prevention in areas affected by the tsunami (relocation sites), various studies were conducted on five districts south of the Nanakita River through calls for ideas on how to use the land, exchange of ideas and opinions with residents, such as local communities, and review committees made up of experts in different fields to formulate policies on the utilization of the former relocation sites, which were announced in March 2017.

In order to make effective use of land after relocation, the City of Sendai solicited applications in fiscal year 2017 for businesses wishing to cooperate with the city to advance the project. The goal of the project is effective use of vast land areas while considering the feelings of disaster victims, utilizing free ideas and proposals from private sectors, and creating new attractions and value for Sendai not achieved by the local government.

As of the end of March 2023, 18 businesses had been selected, and 13 of which had already started their operation of facilities, including the dog park, an orchard for hands-on tourism experience, and a complex with restaurants and onsen hot springs. The City will continue with efforts to create new attractions in the eastern coastal area by working toward the realization of projects that have been proposed and recruit applications for land yet to have project candidates.

◆ Land use policies in each area

(1) Arahama area

A wide range of generations visit, stay, and move about this area regardless of nationality, in order to utilize surrounding local resources, such as the beach, Teizan Canal, Kaigan Park, and the nature, in addition to land use that applies this vast area of land and its accessibility. The City of Sendai aims to pass on the memories and experiences from the earthquake disaster with the creation of sustainable activity.

(2) Fujitsuka area

The City of Sendai aims to create an area where people can experience and learn through the valuable natural environment. The city wants to achieve this using the environment, such as the Idoura tidelands and linkages with the adjacent Kaigan Park, while staying in harmony with it.

(3) Minami-Gamo area

New urban development is being promoted by the local neighborhood association, aiming to use the land through local activities where people in the area gather together to interact, linking it with the adjacent Kaigan Park, and local industries (6th sector industrialization).

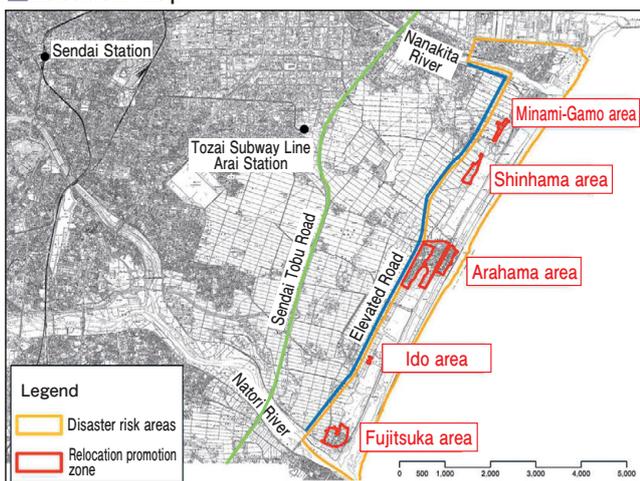
(4) Shinhamma area

New urban development is being promoted by the local neighborhood association, aiming to use the land through local activities where people in the area gather together to interact, and striking a balance with the valuable natural environment.

(5) Ido area

Enclosed by agricultural land (fields) as a result of rice paddy development of the surrounding area, industries are being developed by associations of local producers and the use of land is being promoted in cooperation with local industries.

■ Location Map



Reconstruction of the Izumi Ward Office

The current Izumi Ward Office building was built more than 40 years ago, the oldest of the five ward offices in the city. Since the building is progressively ageing, the City began examining its reconstruction in FY 2017. In FY 2018, implementation of the reconstruction was determined by introducing private-sector vitality, from the perspective of the remaining useful life, reducing the long-term financial burden, reducing the floor space by rebuilding, and revitalizing the district. The City subsequently recruited contractor applicants and selected the "Sendai City Promoting Community Development Consortium in the Area in front of the Izumi-Chuo Station," and the Basic Plan for the Izumi Ward Office Reconstruction Project was formulated in March 2023.

In the reconstruction of the Izumi Ward Office, the city aims to make it a role model for future ward office buildings, such as making the building accessible for local residents to drop by, functions as a place for community development collaboration, ensures business continuity in the event of disasters, and improve the convenience of window service functions. The "facility purchase method" has been adopted for the project, whereby the developer conduct the development and the city purchases a building and other facilities from the developer after completion. In addition, development prospected on the ward office premise are two private-sector facilities having functions of retail and business, and attracting customer and residence. The "land sale contract method" will be adopted for the project for these two facilities, while the "(10-year) land lease agreement method" will be adopted for the visitor parking lot.

Along with that, in the Izumi-Chuo District, which is positioned as the regional hub in the northern part of the Sendai metropolitan area, the City will take the opportunity of the reconstruction of the Izumi Ward Office to strengthen the urban functions around the Izumi-Chuo Station, create liveliness and exchange, and improve the transportation environment. Since FY 2022, the City has been discussing and exchanging opinions with local stakeholders about community development generating vibrancies and interaction, in order to promote the utilization of the new open space on the prospected premise of the Izumi Ward Office, as well as on the possibility of attracting more visitors and improving mobility centered around the north-south axis extending from the Izumi Ward Office to Nanakita Park.

■ Community Development Led by Reconstruction of the Izumi Ward Office



* This is subject to change depending on future design, as the image is a current perspective.

Project PLATEAU

Project PLATEAU is an initiative of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) promoting development, utilization, and digitization with open data of 3D urban models throughout Japan. A 3D urban model is a three-dimensional model of structures such as buildings that is generated utilizing data obtained including that from aerial surveys. In April 2023, open data of the 3D urban model of Sendai was generated for the first time in Miyagi Prefecture.

■ 3D urban model (looking west from Sendai Station)

