



The 6th International Forum on the “FutureCity” Initiative

PROMOTING A HEALTHY CITY WHERE PEOPLE ENJOY WALKING

August 30, 2016, Akihisa Ono, Director, Department of Environment, Matsuyama City

Matsuyama City information

Area: 429.37 km²

Total Population: 514,847 (Estimation as of April 1, 2016)



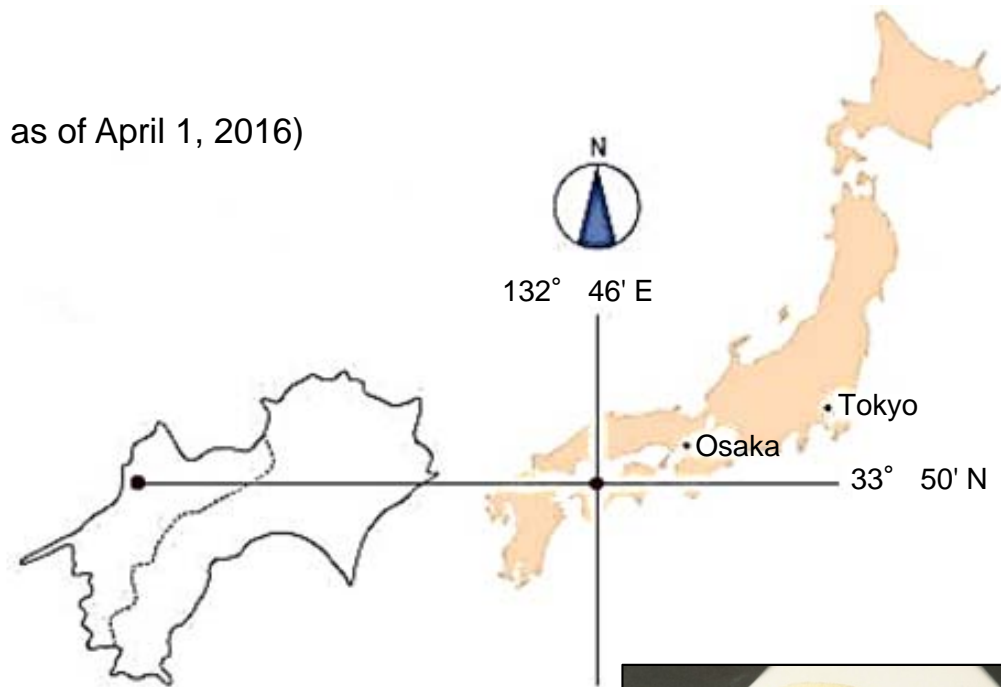
Matsuyama Castle



Dogo Hot Springs



Beni Madonna



Ichiroku Tart

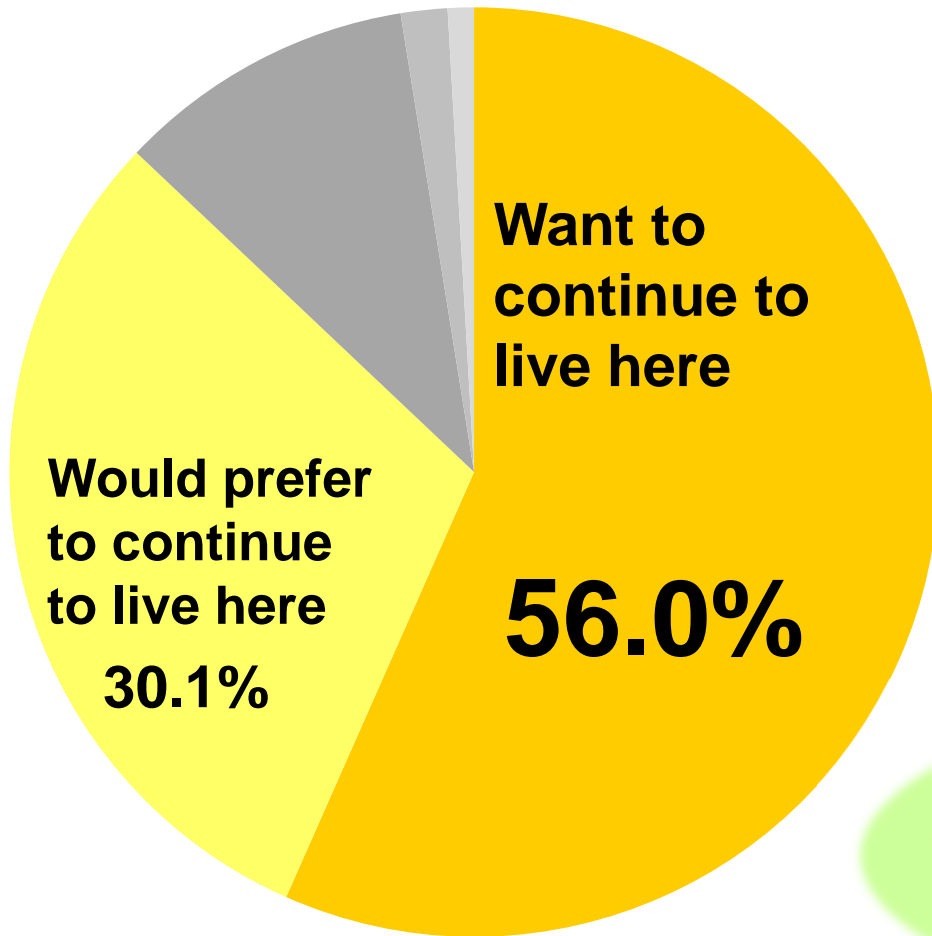
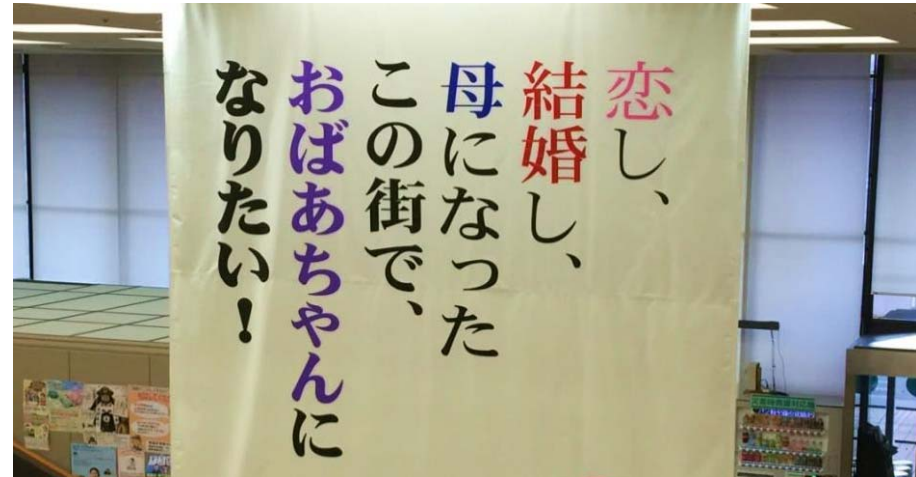


Botchan Dango

Creating a town for regional revitalization

– A town where everybody wants to live

A city of happiness in which **about 90%** of citizens want to continue living.



Commuting time: **20 min.**

Best in Japan

*1

Distance to hospital or clinic:
0.5 km

Best in Japan

*2

Distance to shopping center: **2.7 km**

Best in Japan

*3

Results of a citizen survey on institution of the New Matsuyama City Comprehensive Plan (2011)

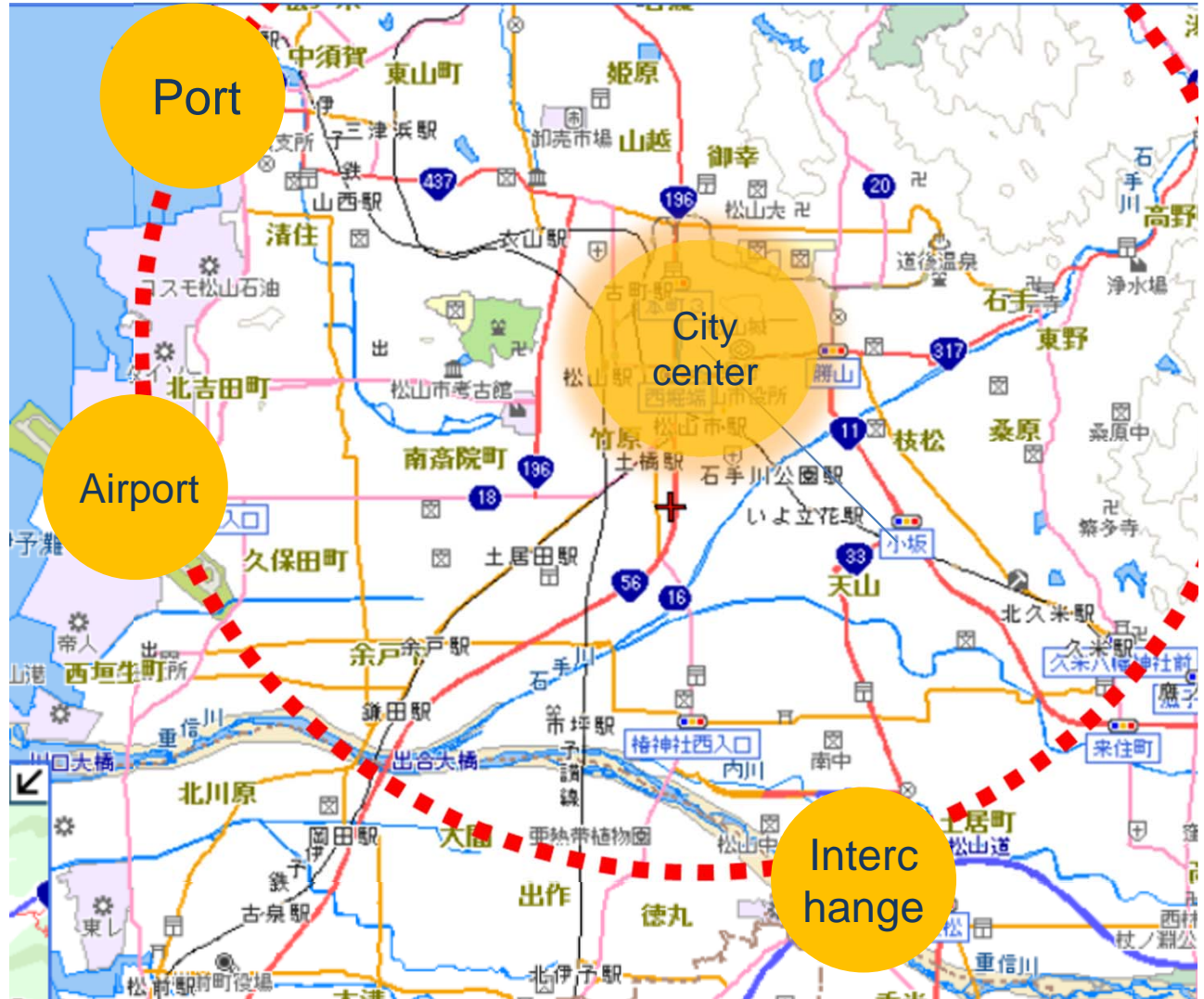
Its compactness is part of the city's appeal.

Source: *1 "2011 Survey on Time Use and Leisure Activities," Statistics Bureau, Ministry of Internal Affairs and Communications **3**

*2, 3 "Local cost of living 'visualization' system," Ministry of Economy, Trade and Industry

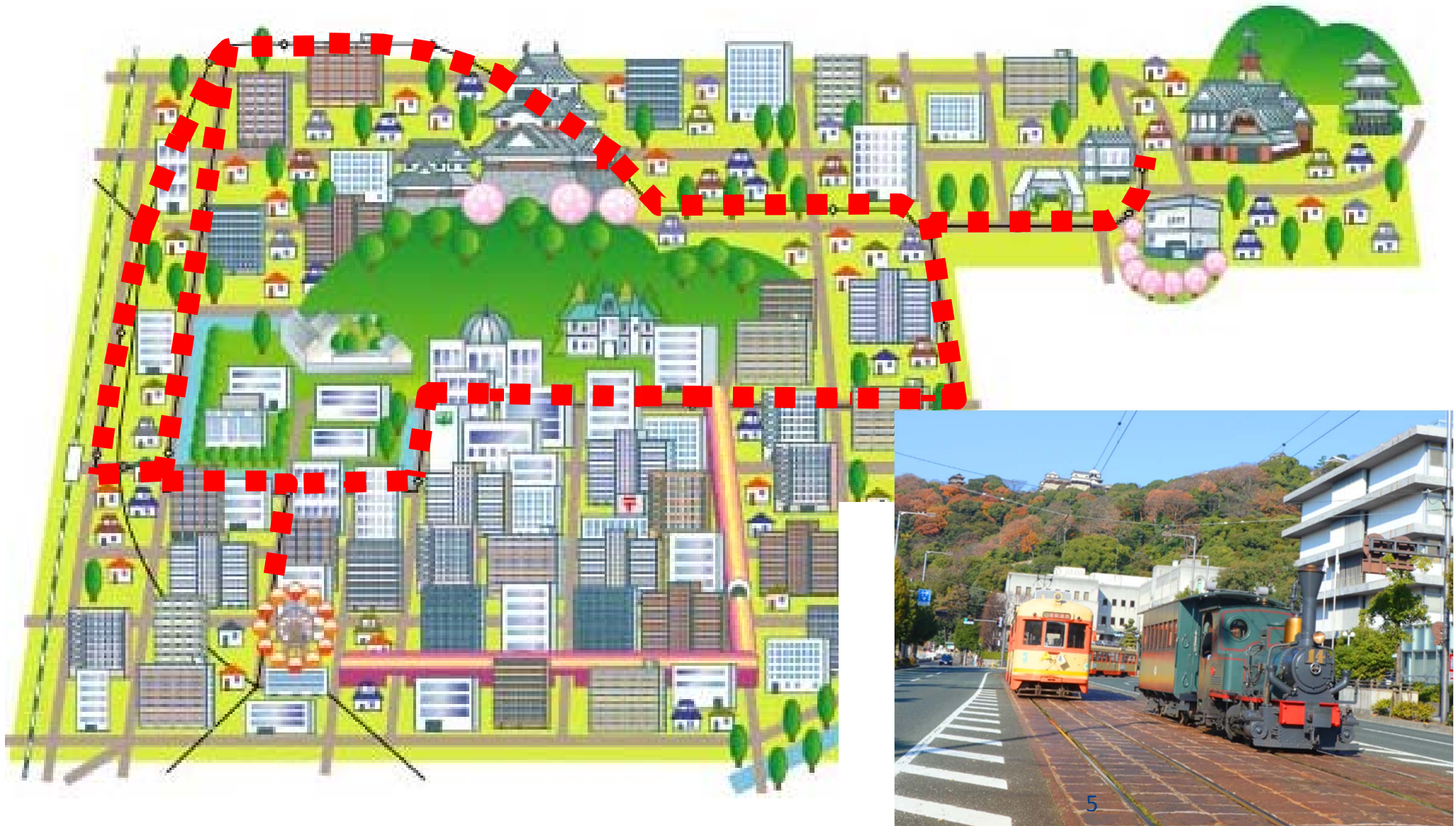
Regional characteristics as a compact city (1)

The land, sea, and air in-routes are located within 5 km from the city center.



Regional characteristics as a compact city (2)

The tramway surrounds the central zone of the city in a loop.



Regional characteristics as a compact city (3)



Project philosophy

Decreasing birth rate
and aging population

Population decline



Aim to achieve a sustainable city

Walking contributes
to promoting health.

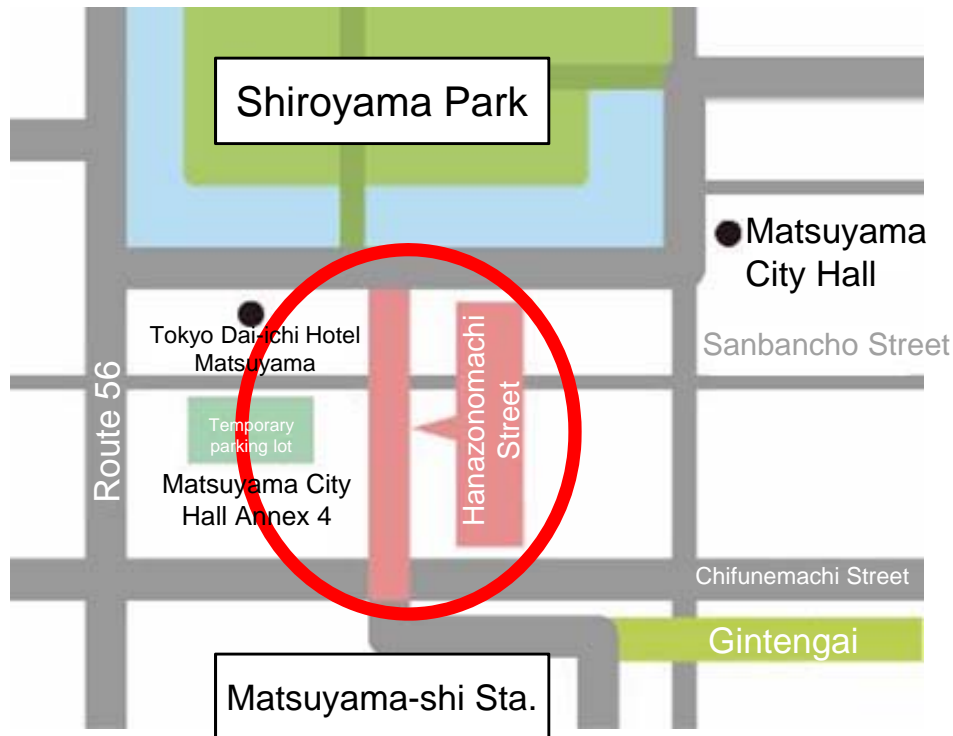
- (1) Concentration of city functions
- (2) Development of a compact and accessible urban area
- (3) **Development of safe and comfortable walking spaces,
and creation of liveliness**



The city is implementing reallocation of road space to support and promote walking, and introducing various programs along the road to achieve a healthy city where people enjoy walking.

Road space reallocation and landscape development on Hanazonomachi Street

Creation of a new *symbolic road* that makes Matsuyama a *walkable city*.



The street contains a tramway, a 4-lane carriageway, and a 2-lane sub-carriageway with a width of 40 m (the widest in the city).

Reallocation of road space and landscape development on Hanazonomachi Street

Creation of a new *symbolic road* that makes Matsuyama a *walkable city*.



Pilot program in 2012

Creating a livable city full of smiles for everyone, including children, elderly people, and people with disabilities

Renovation of walking space in Dogo Hot Springs

Before renovation (January 21, 2006)



After renovation (February 10, 2008)



Matsuyama Smile Walking Map

In collaboration with local people, the city created a walking map in the aim of promoting health.



Walking event

Urban Design Center Matsuyama



Moburu Terrace (activity on a holiday)



Open air activity (Saturday night market)

Challenges for the future

Hardware-side development



Software-side enhancement

Convenient (seamless) transfer between trains, buses, and trams
Barrier-free access at stations and tram stops
Development of connecting points for suburban stations
Improvement of the service level of public transportation

Creation of liveliness in the city center
Holding events
Creation of recreational space
Holding walking events



A healthy city where people enjoy walking

Achieving a low-carbon city



Please visit Matsuyama,
Shikoku.



Matsuyama
City