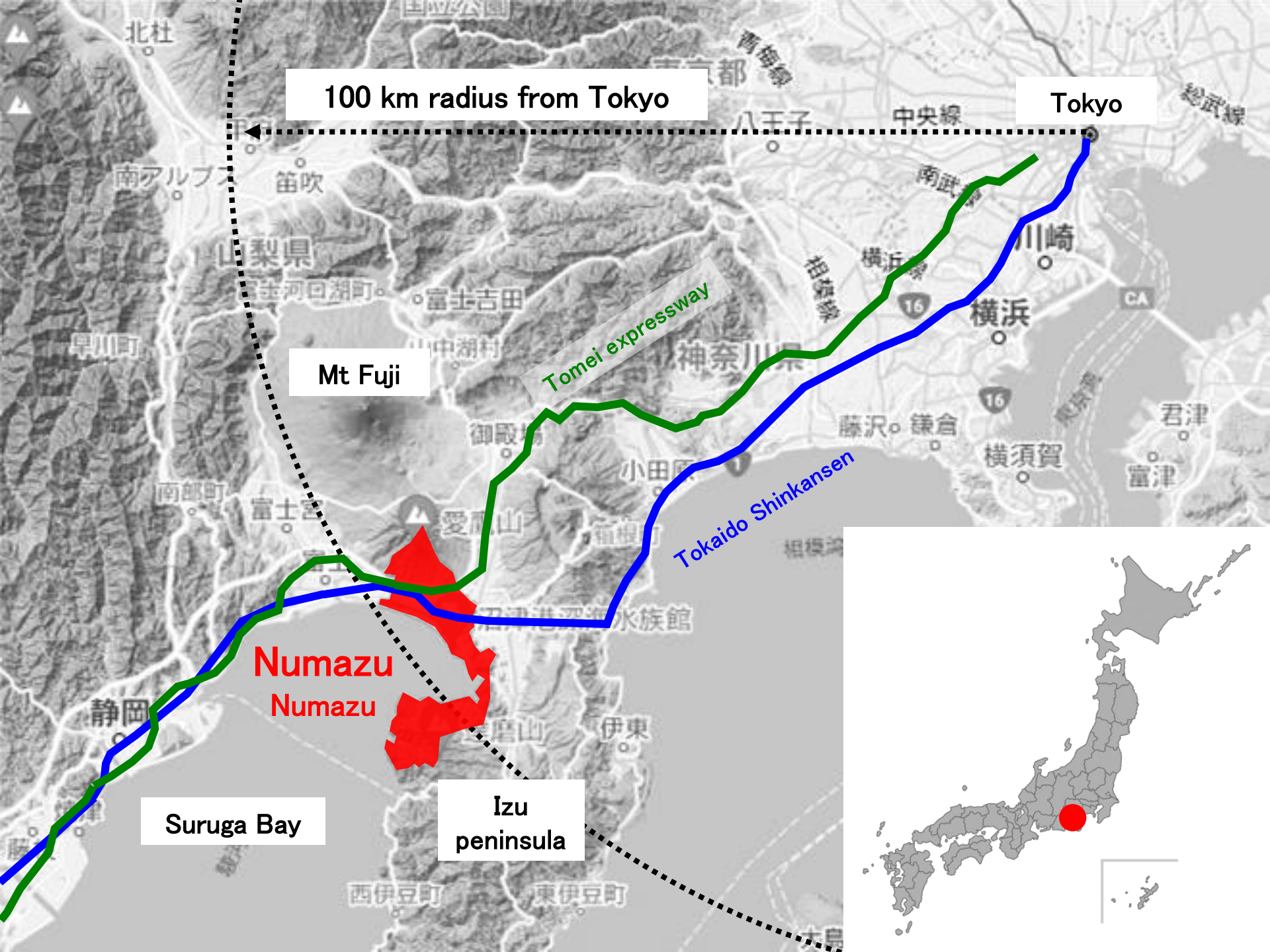


Activating public spaces through removing shopping arcades

Numazu, Shizuoka

An introduction to Numazu





Beach



Mountains



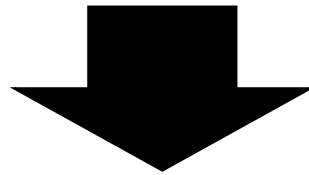
River



Food



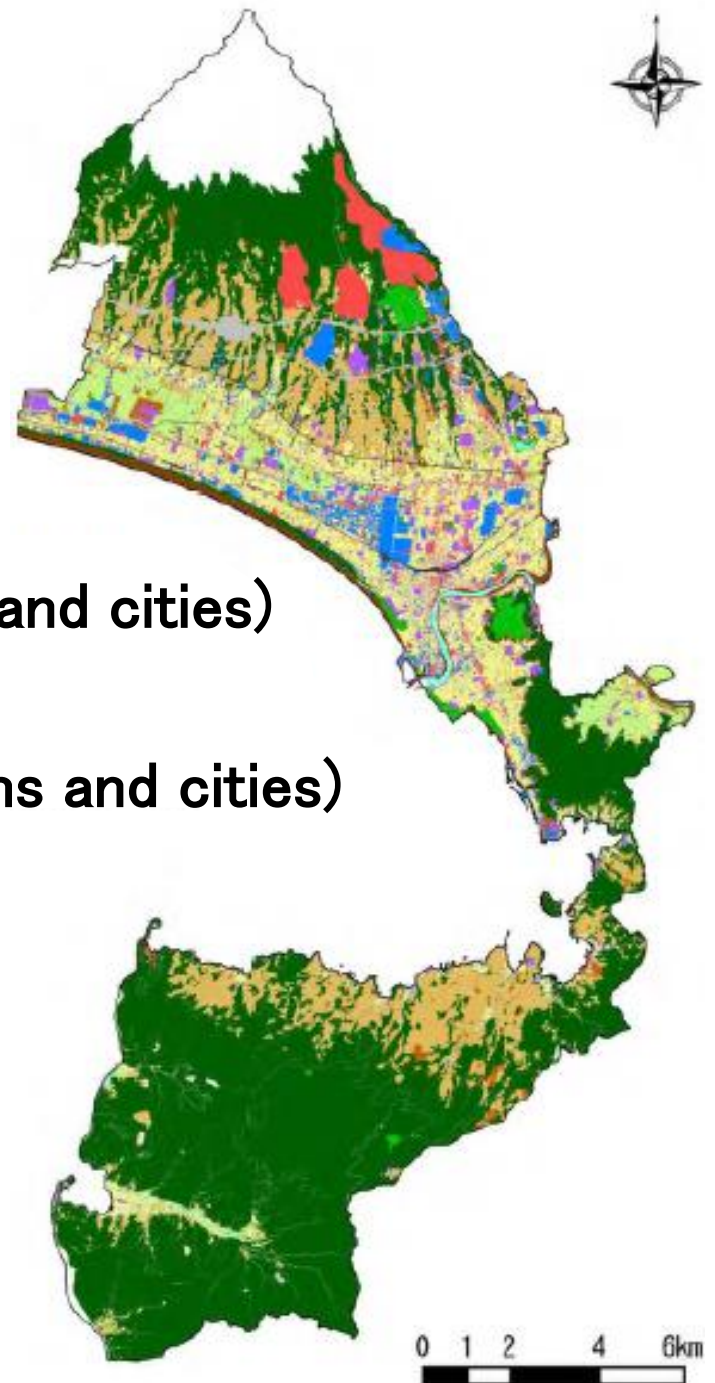
- Ease of access from the Tokyo area
- Quality of location at the gateway to the Izu peninsula
- Bountiful nature and food, with the beach, mountains and the river



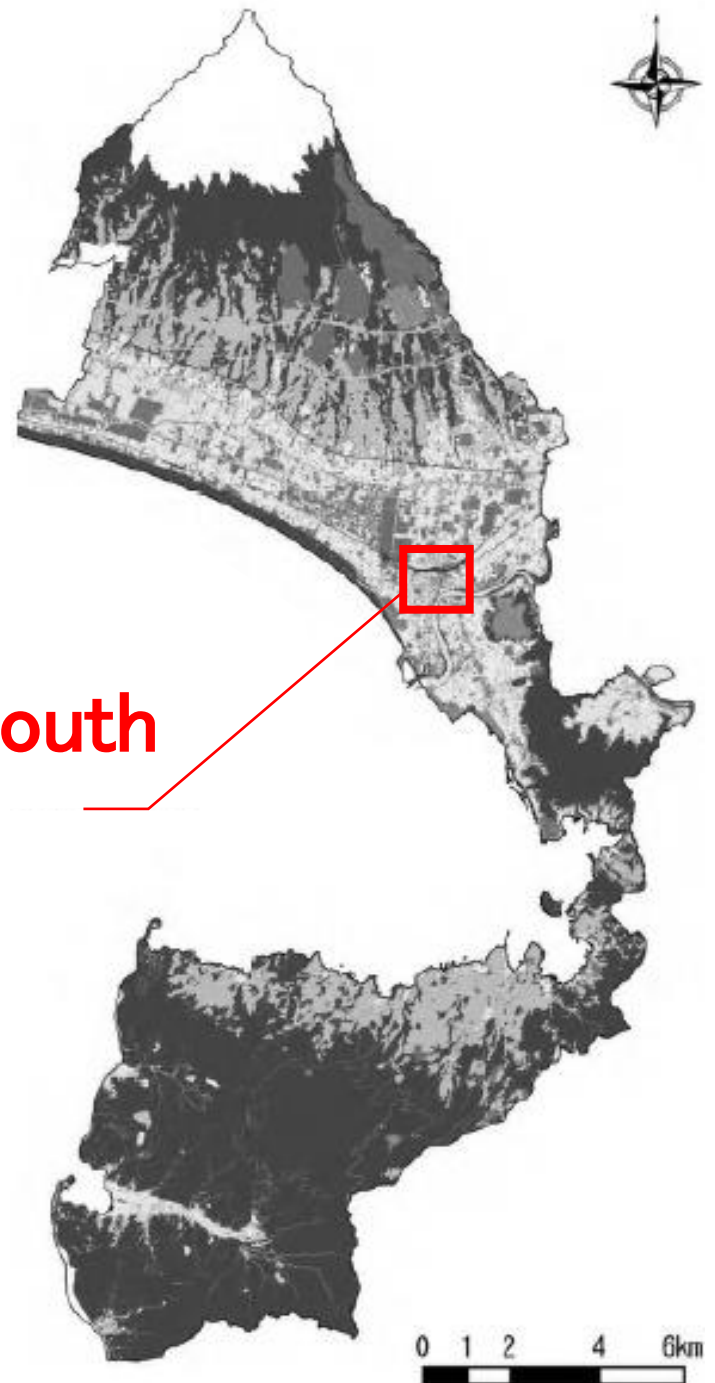
Numazu has developed significantly as the central city in the eastern part of Shizuoka

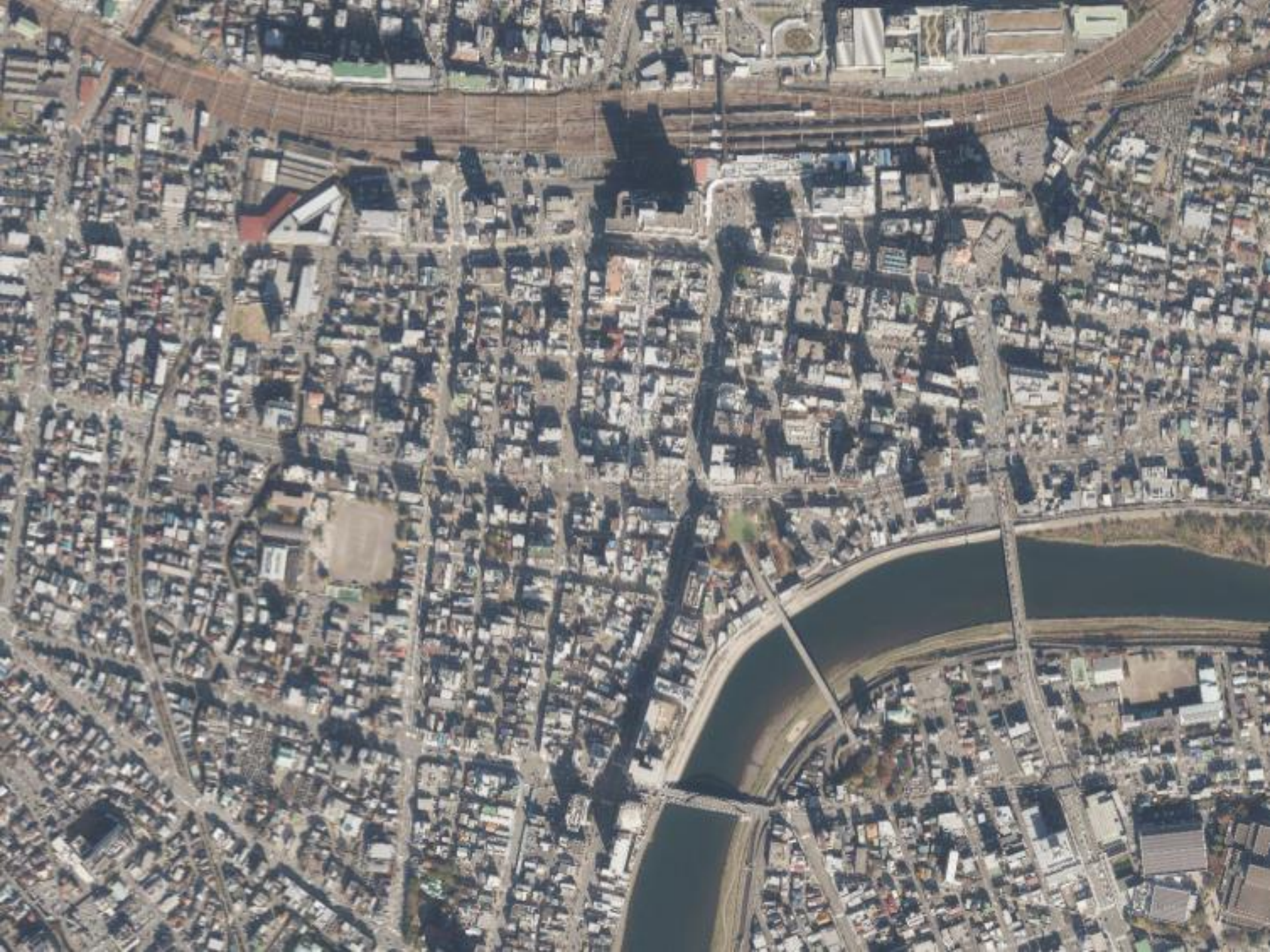
Area: 186.96 km² (675th of 1741 towns and cities)

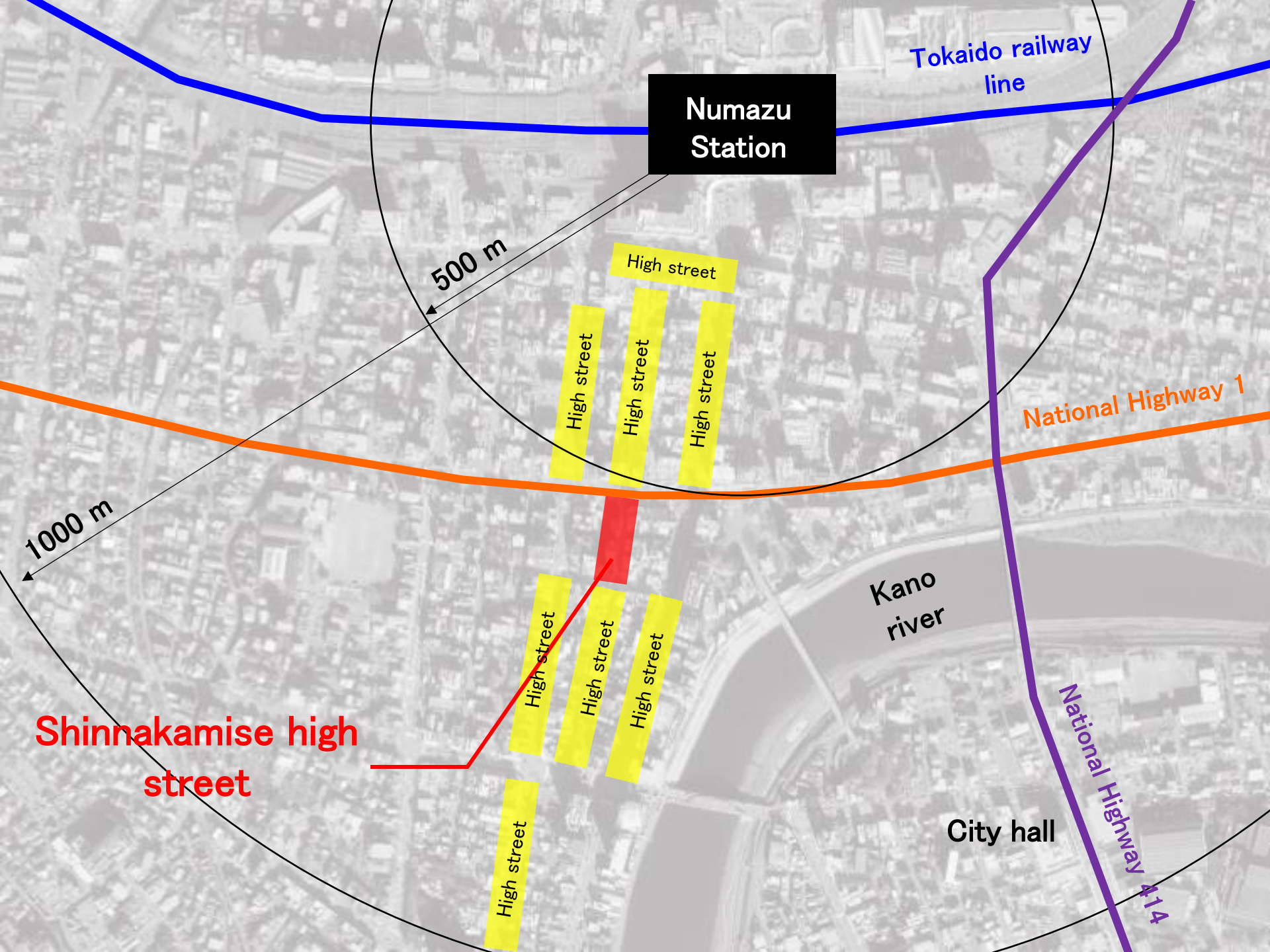
Population: 186,318 (143rd of 1741 towns and cities)



**City centre (area south
of Numazu station)**







**Numazu
Station**

Tokaido railway
line

500 m

High street
High street
High street

National Highway 1

1000 m

High street
High street
High street
High street

Kano
river

**Shinnakamise high
street**

City hall

National Highway 414


**From the past to the
modern day**

17/07/1945



1960s





新仲見世商店街

アーケード
建設のしお
新仲見世商店

Arcade built in 1969



吉本不動産社

徳丸

モード

ケルン



徳丸

新行徳丸

1970s

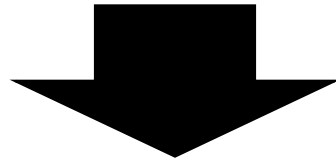
1990



**A flourishing city full of people
and things**



However, people are gradually moving away from the city centre

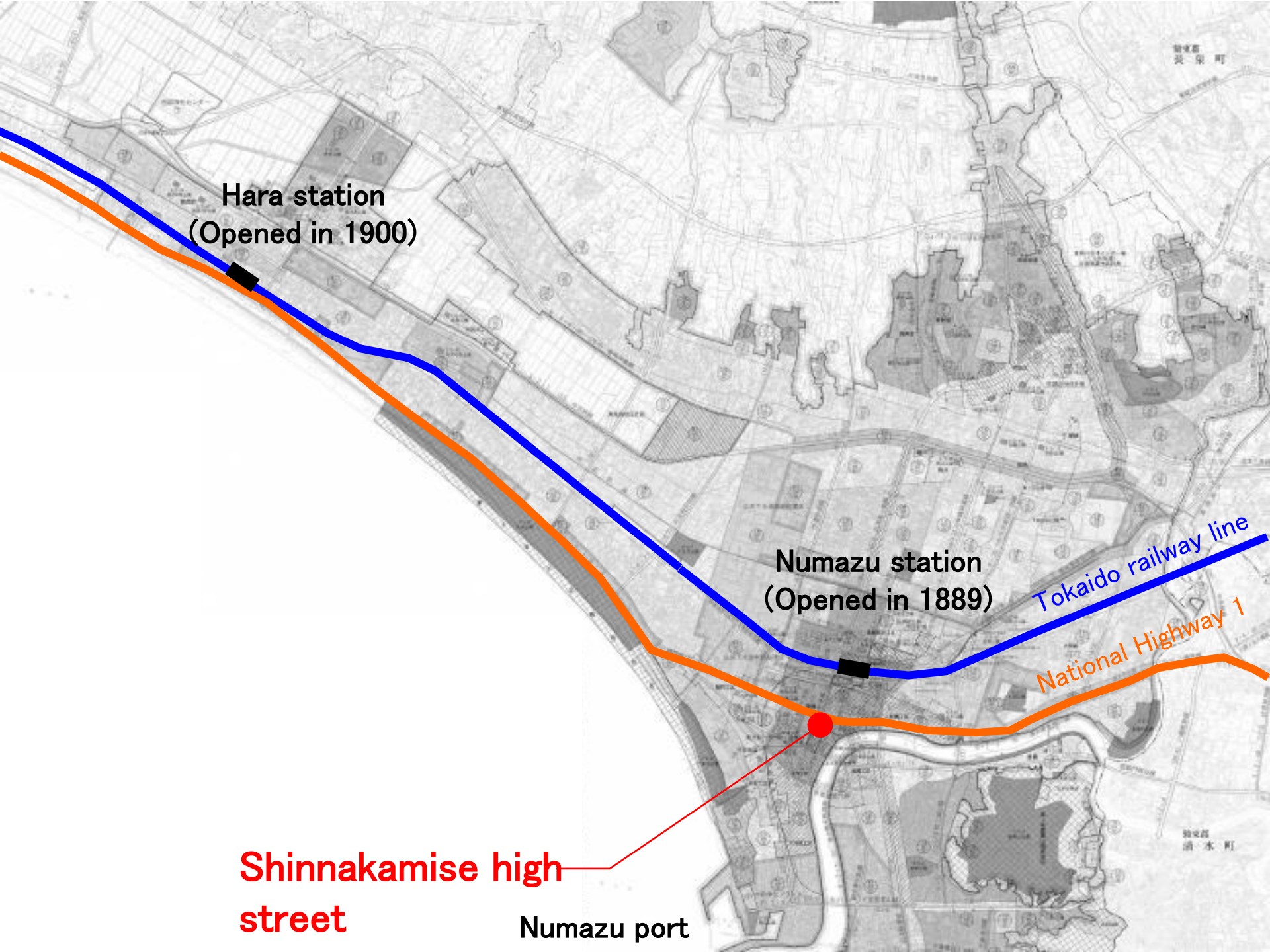


There are two key reasons for this

Reason 1

Development of transport infrastructure with a greater focus on cars





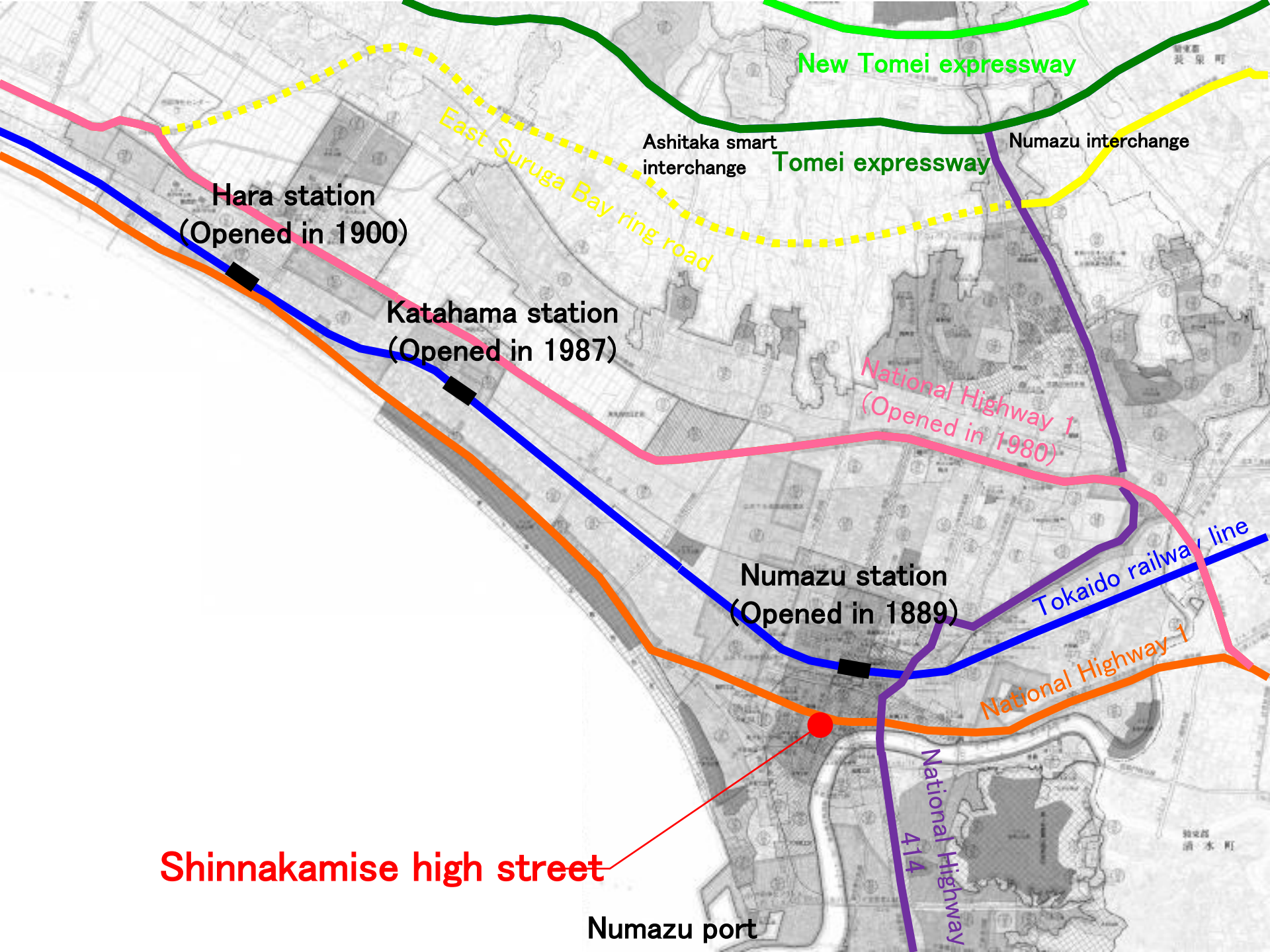
Hara station
(Opened in 1900)

Numazu station
(Opened in 1889)

Tokaido railway line
National Highway 1

Shinnakamise high
street

Numazu port



New Tomei expressway

Tomei expressway

East Suruga Bay ring road

Ashitaka smart interchange

Numazu interchange

Hara station
(Opened in 1900)

Katahama station
(Opened in 1987)

National Highway 1
(Opened in 1980)

Numazu station
(Opened in 1889)

Tokaido railway line

National Highway 1

National Highway 414

Shinnakamise high street

Numazu port

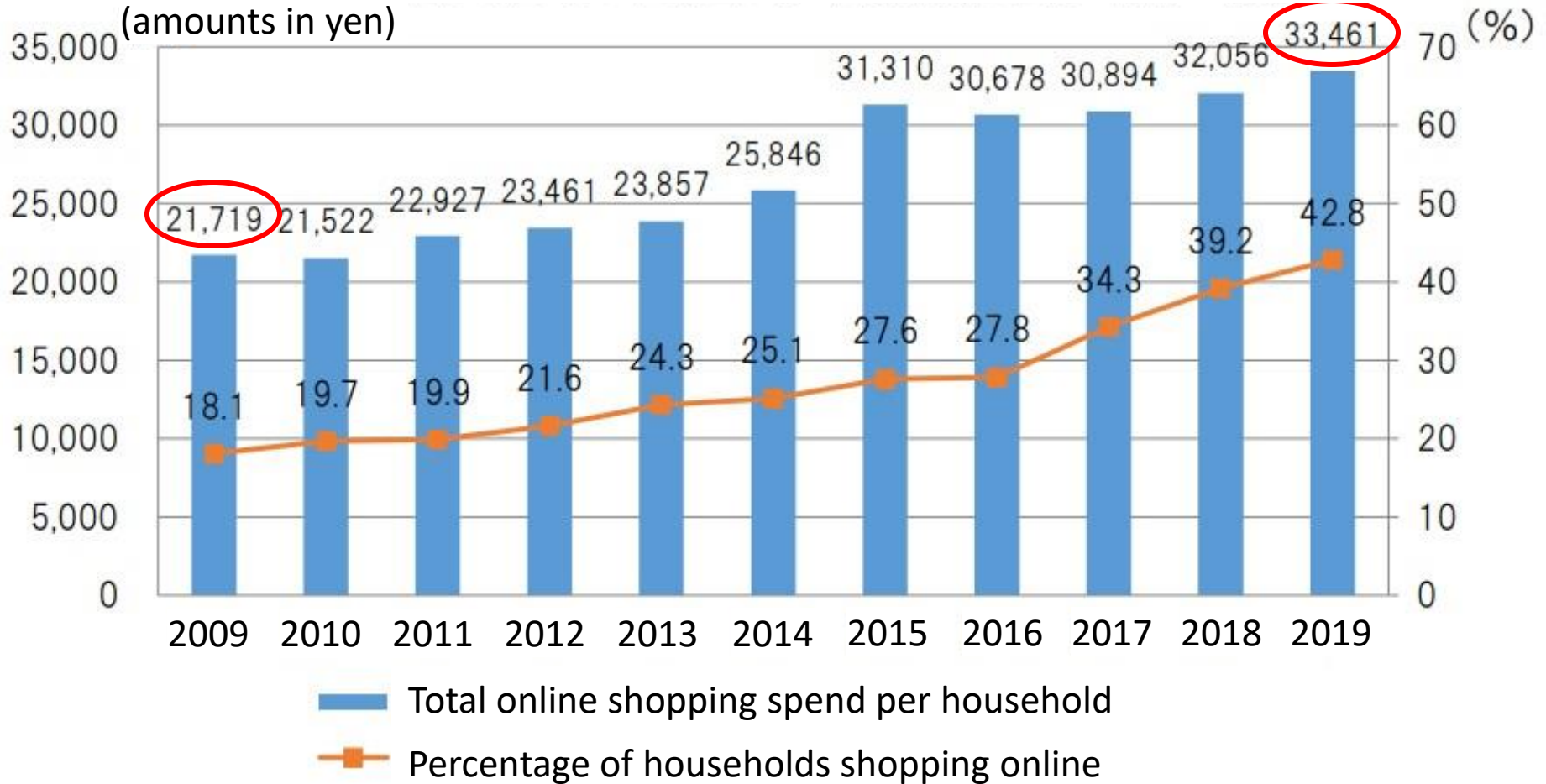
Reason 2

**Online shopping has increased
with greater internet usage**



Percentage of households shopping online and total spend per household

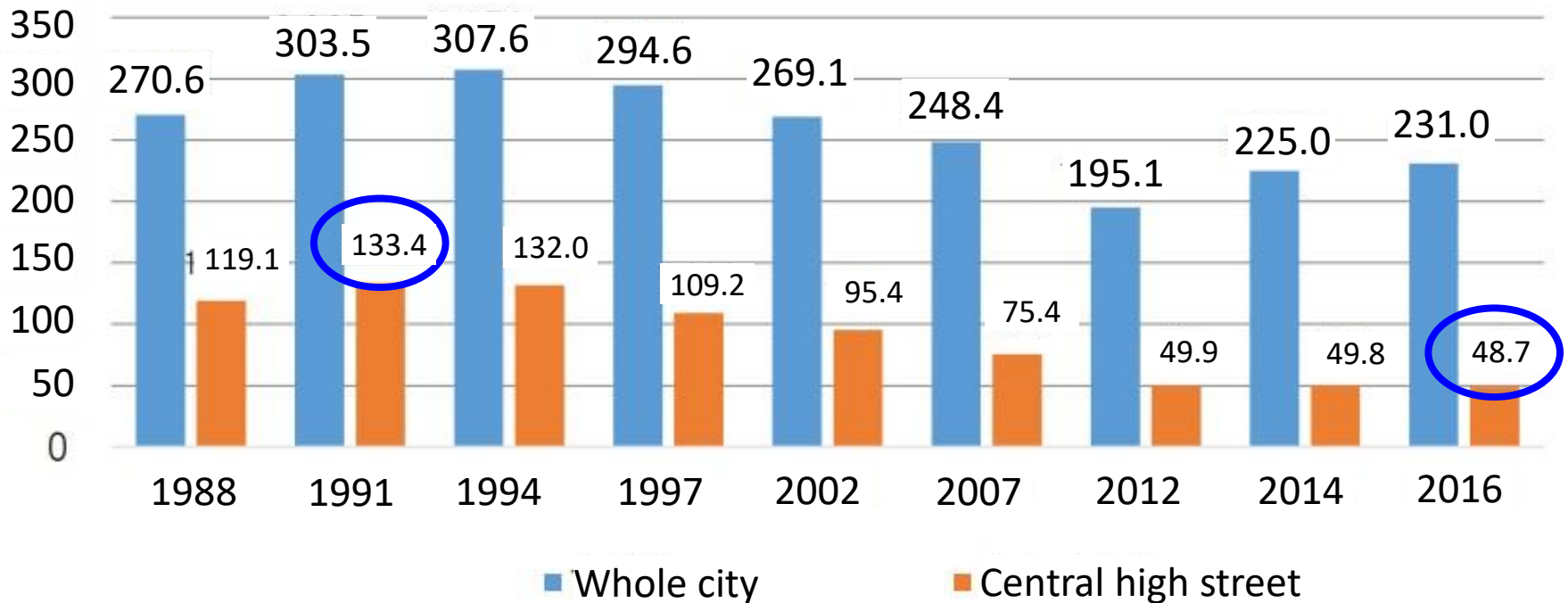
(amounts in yen)



Online orders have increased by 150% over 10 years

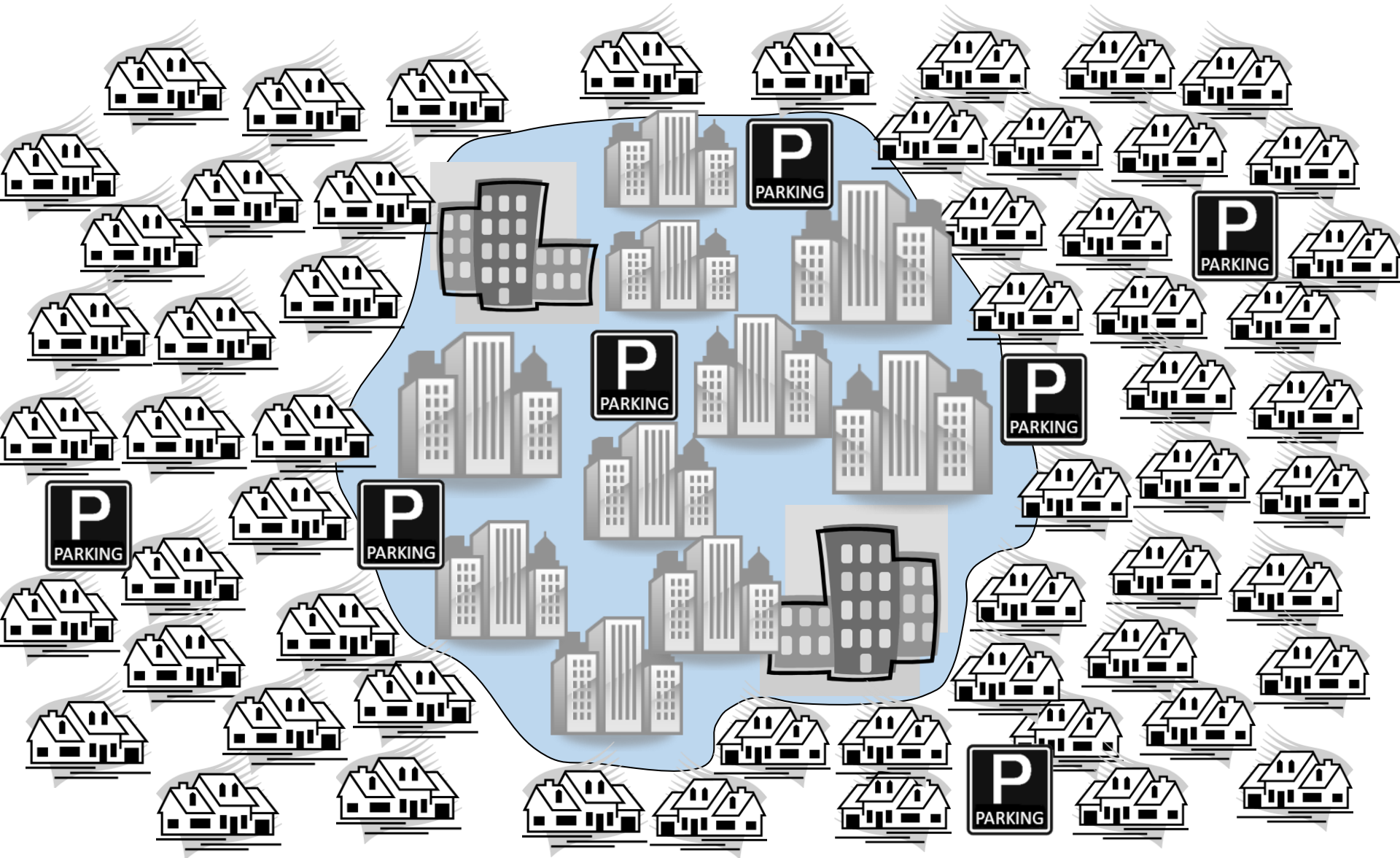
(Amounts in billions of yen)

Retail sales per year

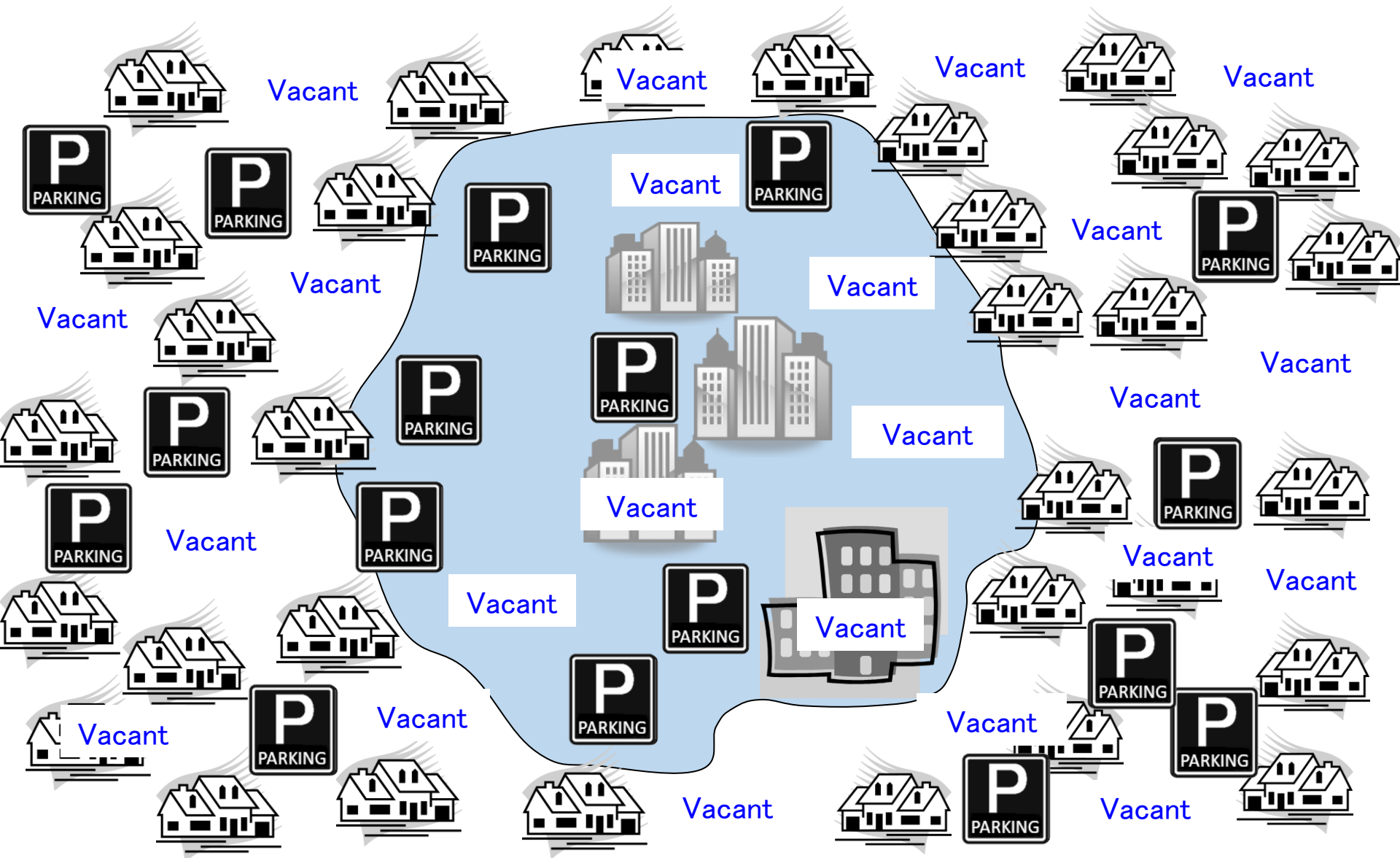


High street shoppers have decreased to 36% of peak numbers

The old city centre



The current city centre





一番安いお得なデジタルテレビはテレビのイマイチです

YAMADA
ヤマダ DKグループ

です。ご存知ですか？
BS、CS、ケーブルテレビ、ブルーレイ
知らないことがいっぱいあります。
テレビをお選びいただけます。

日中閉鎖中
新築工事等中

5
元

おまかせ

The high street is decaying



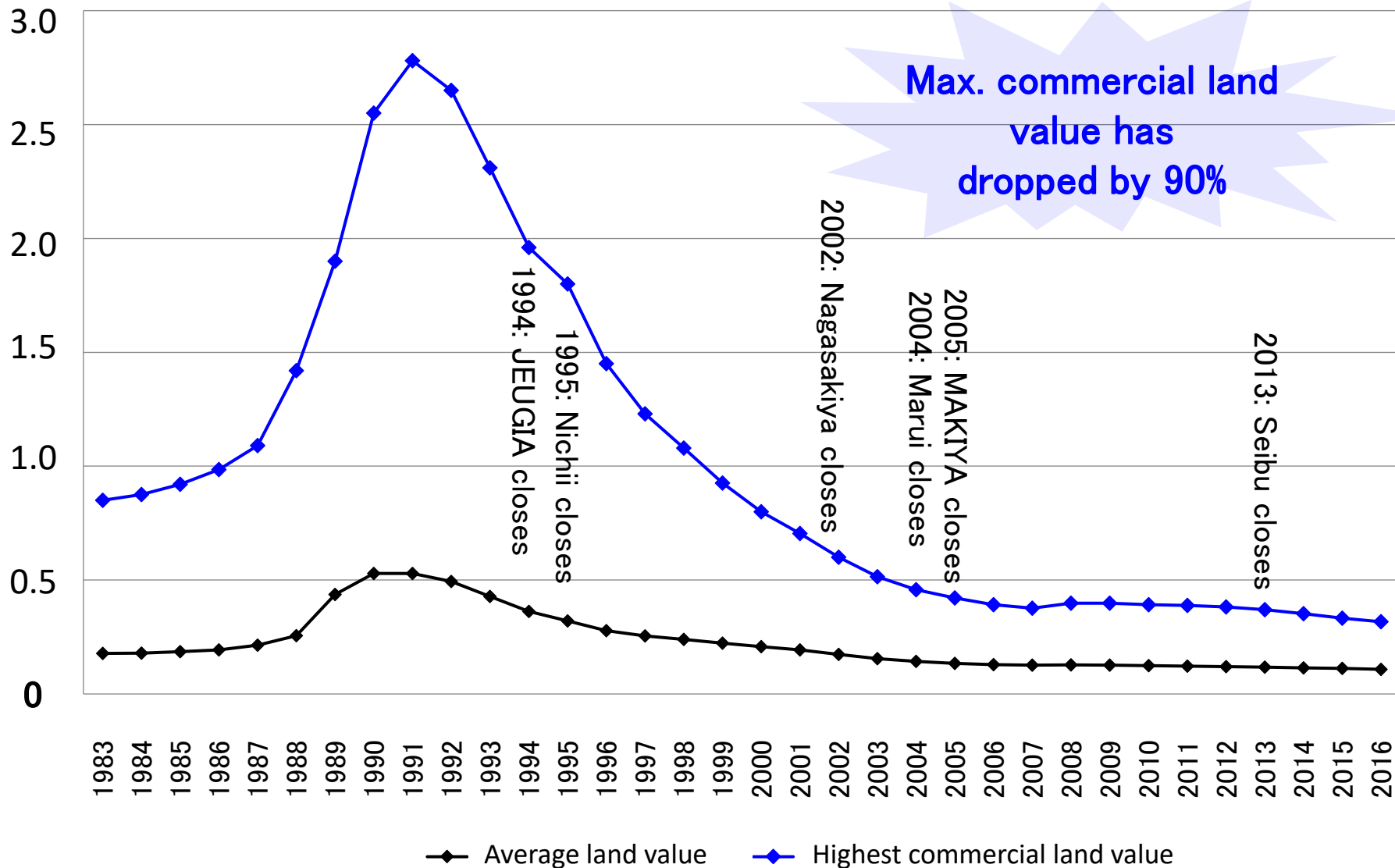
It's losing its charm



**Land value (and tax revenue) is
falling**

Change in official commercial land prices

(Million yen/m²)



**How to combat this
societal problem**

2015

Renovating the increasing amounts of unused land and buildings to attract new people and new businesses

The renovation of Numazu town centre starts here

Re + ~~form~~ = Reform

Re + innovation = Renovation

**By making use of land and
buildings**

We can add significant value



2017

How we want the high street to be in 10 years

- Succession and support for businesses
- Measures for dealing with vacant shops
- Making use of the streets
- Civic pride





2018

**Efforts to renovate the town have made
use of vacant spaces in the high street**

**Two new businesses have been
founded**



Uruwashi Building, 2nd floor



**NUMAZU
DESIGN
CENTER**

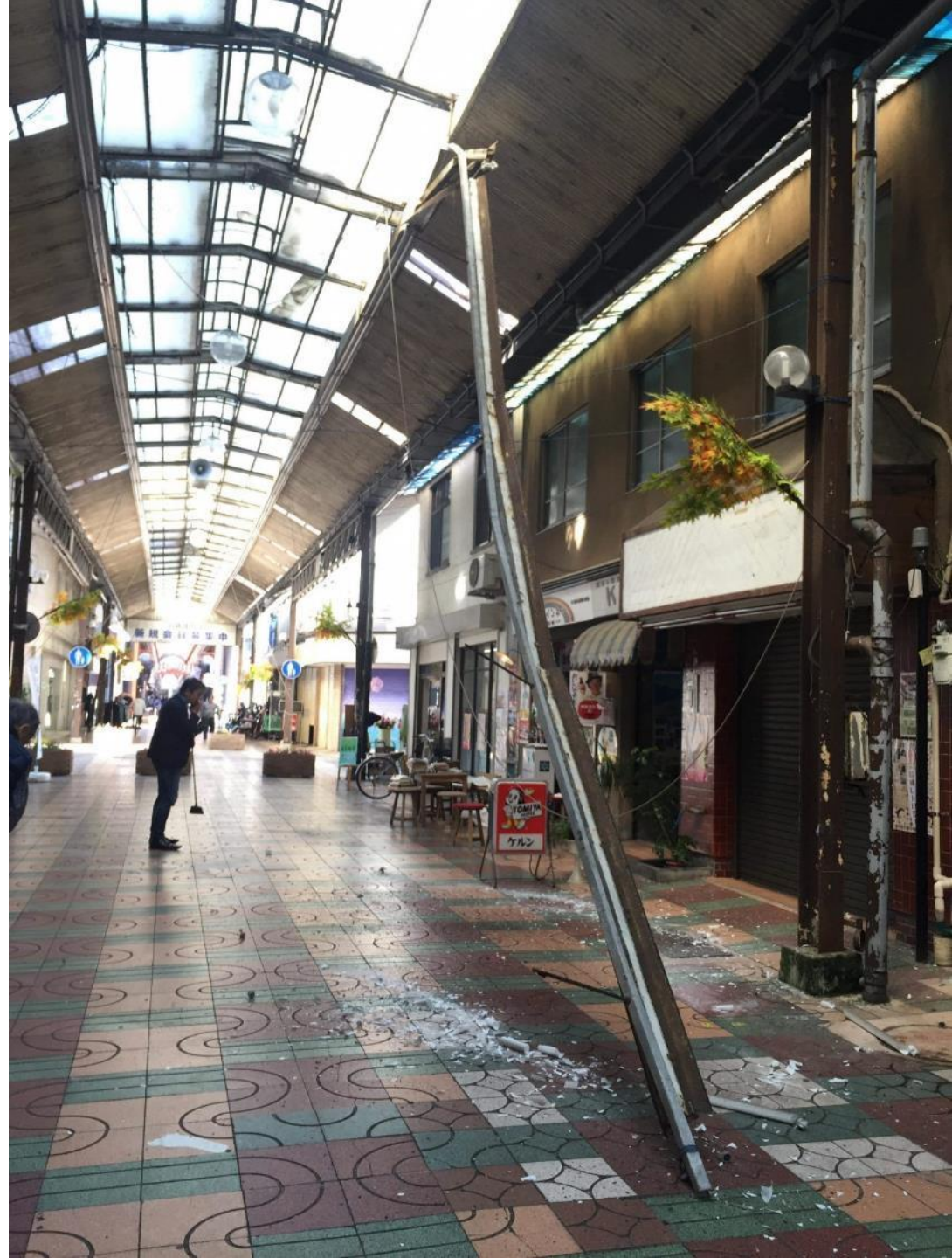
IMAI, Electronics Store 2nd floor





El Pasito

**A lighting strip
fell after damage
from a typhoon**



Signs of change on the high street

Efforts to renovate the town have brought in young entrepreneurs

Dilapidation of the arcade

The building is now 50 years old and is at the limits of maintenance



Calls to remove the arcade gained momentum



Workshop to discuss the future after the removal of the arcade



**We want to make a pleasant
open space, like a park**



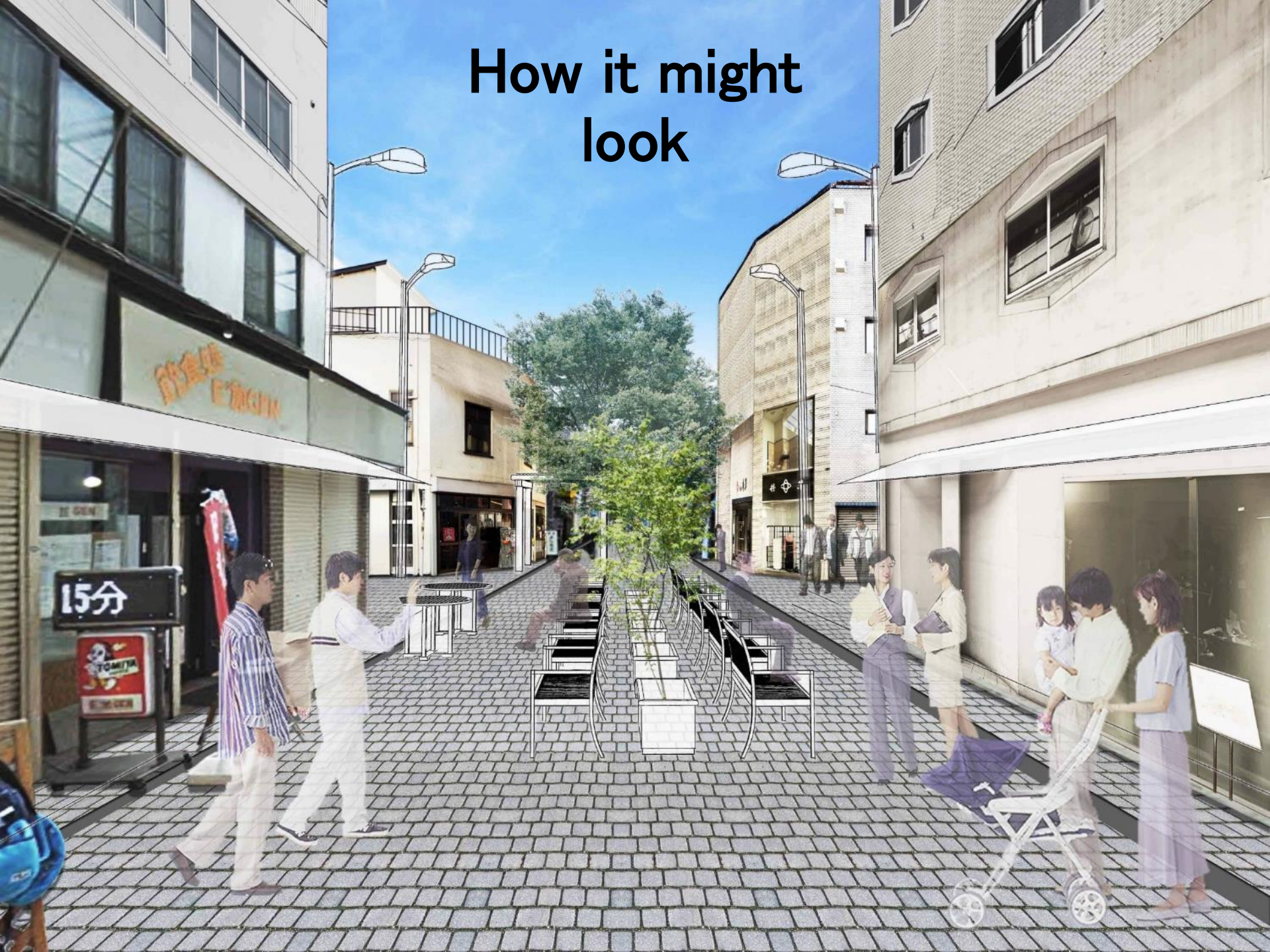
WIKAL

草



草

How it might look



A meeting of stakeholders was held

**The decision was made to remove
the arcade!**

2019

Format of weekly meetings to discuss Numazu and the high street



High street

Removal of the arcade



High street and Numazu

Ideas for making use of the streets



Numazu

Street improvement works



Social experiments using street space



Tables and chairs laid out



Terrace seating for a cafe

2020



野菜・果物専門店
だいこん屋 沼津店
11月15日(土) - 16日(日)

全面

Maintenance work over 1 year and 5 months (around 500 days)



During removal



After removal



**After street
improvement**

Social experiments during the works



next SHIN NAKA

沼津新仲見世商店街

次の世代へ、これからの景色を。



沼津新仲見世商店街は、老朽化したアーケードの撤去に伴い心地よい未来を考えた空間再編プロジェクトを進めています。

みんなの「商店街でやりたいこと」を公開しています

www.next-shinnaka.net

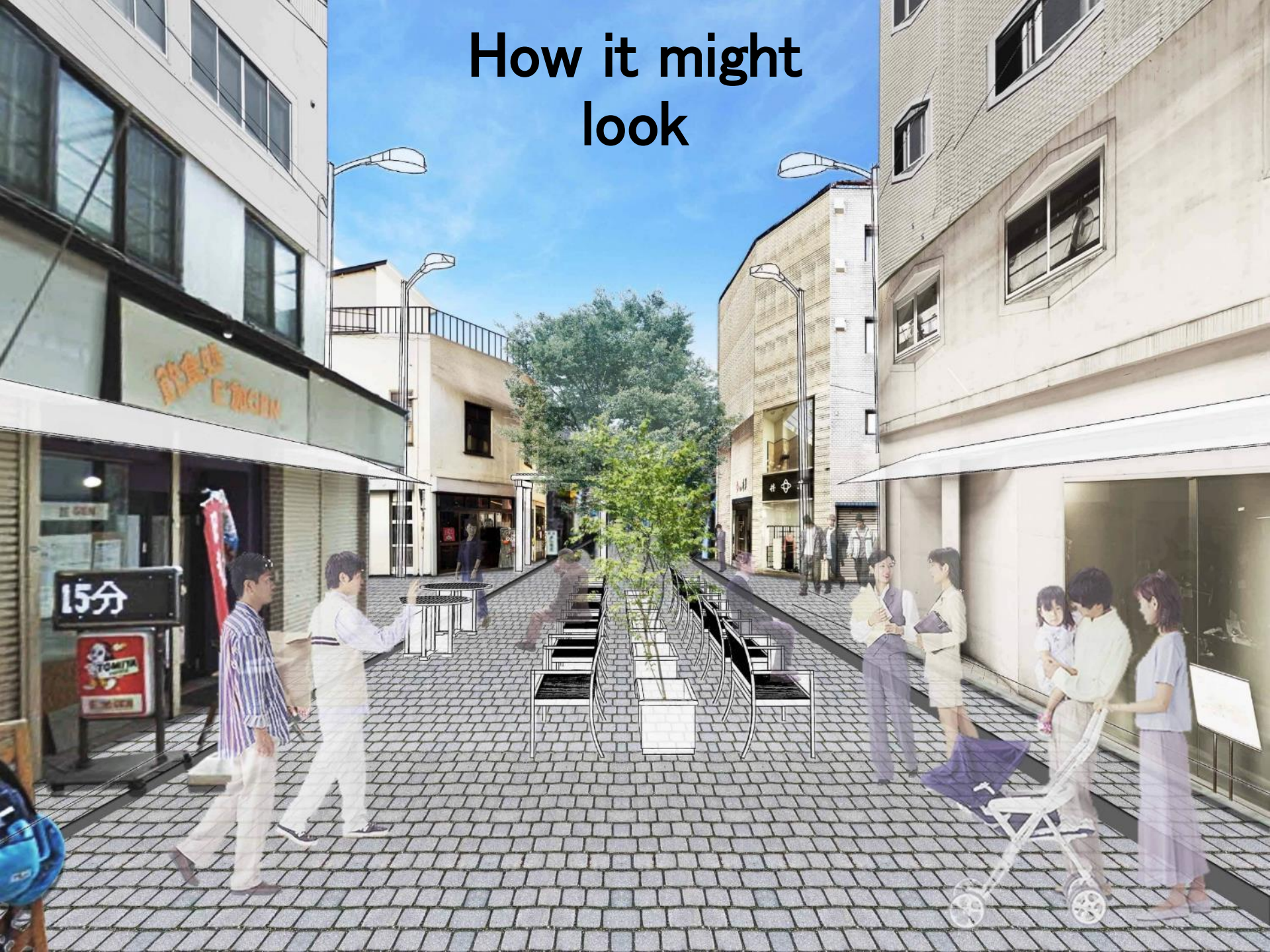


Launching the promotion



2021 onwards

How it might look









OPEN / SUIMAZU

5年間一番安いお得なテジタ
全ての...

くま

YAMA
ヤマ

bybs

旬の味
くま



OPEN/
NUMAZU

OPEN/
NUMAZU

OPEN/
NUMAZU

TAMADA
1755 0K501-7
デジタルテレビはテレビのイマイ

デジタルテレビはテレビのイマイ

Other initiatives



祝 沼津仲見世 夏祭り

国科医院

055 951-6480

どこよ
良

OPEN / NI



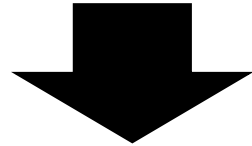




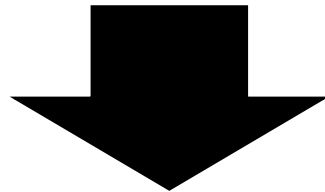
Park



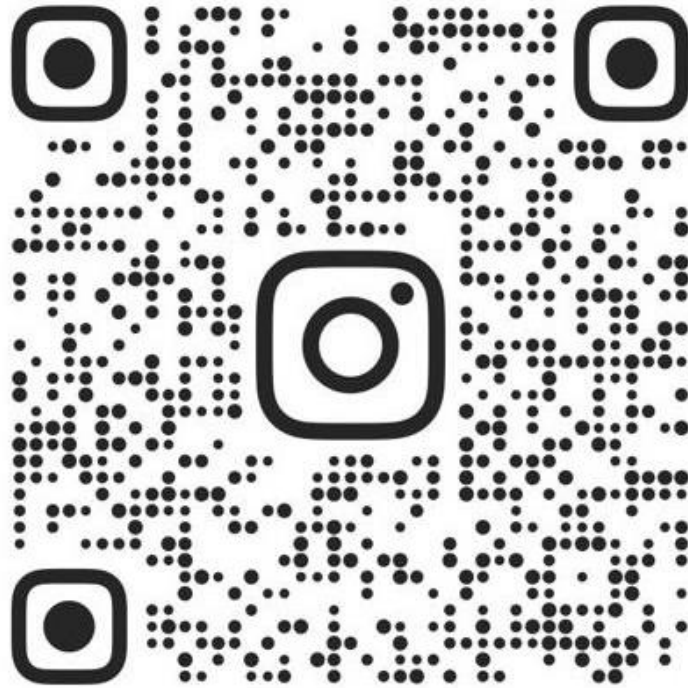
A pleasant city



**A city where people will want
to live**



Becoming a sustainable city



@RENOVA.NUMAZU

**We post pictures of our work here,
so please follow us!**