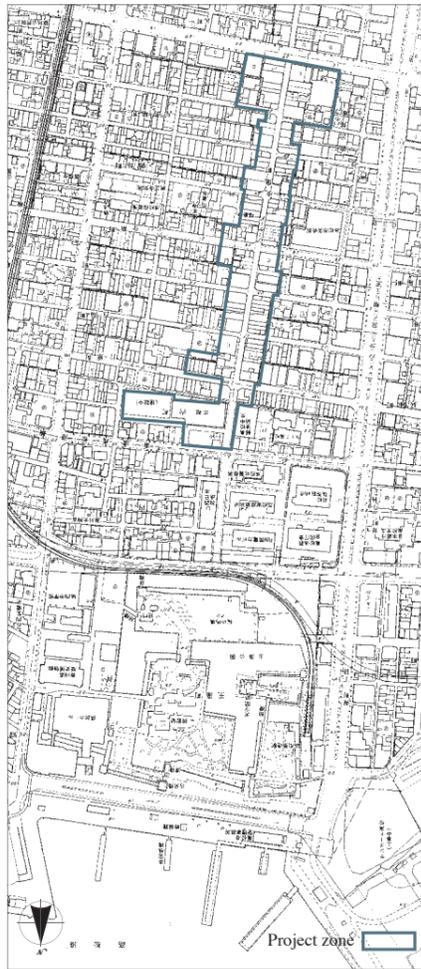




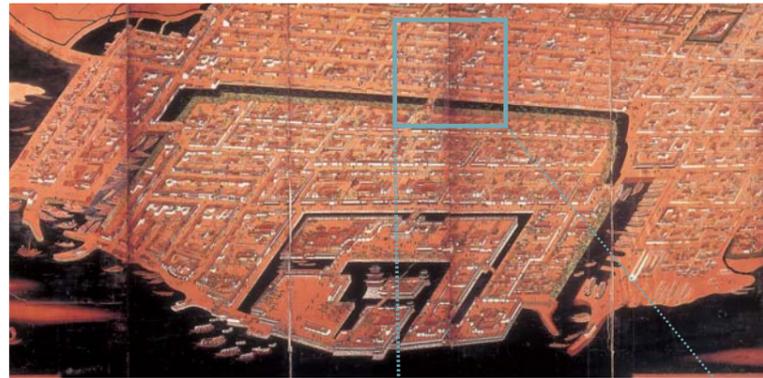
Takamatsu Marugamemachi Main Shopping Street Regeneration Project

By The Community Based Developer

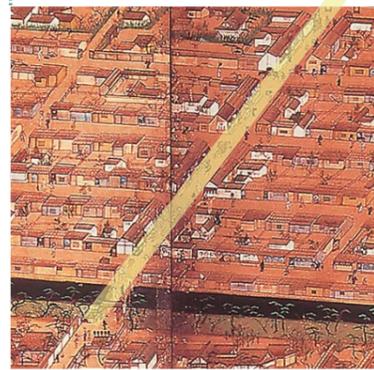
1 Frame:



With longer than 400 years of history, Takamatsu Marugamemachi is the main street of downtown area of Takamatsu City. It is recognized that its street network and urban form have inherited a traditional system, which can be revitalized in the present time.



Kagawa Prefecture specification cultural asset
"Takamatsu-jyoka zu byobu"
(Kagawa Prefecture Historical Museum owning)



2 Problem:

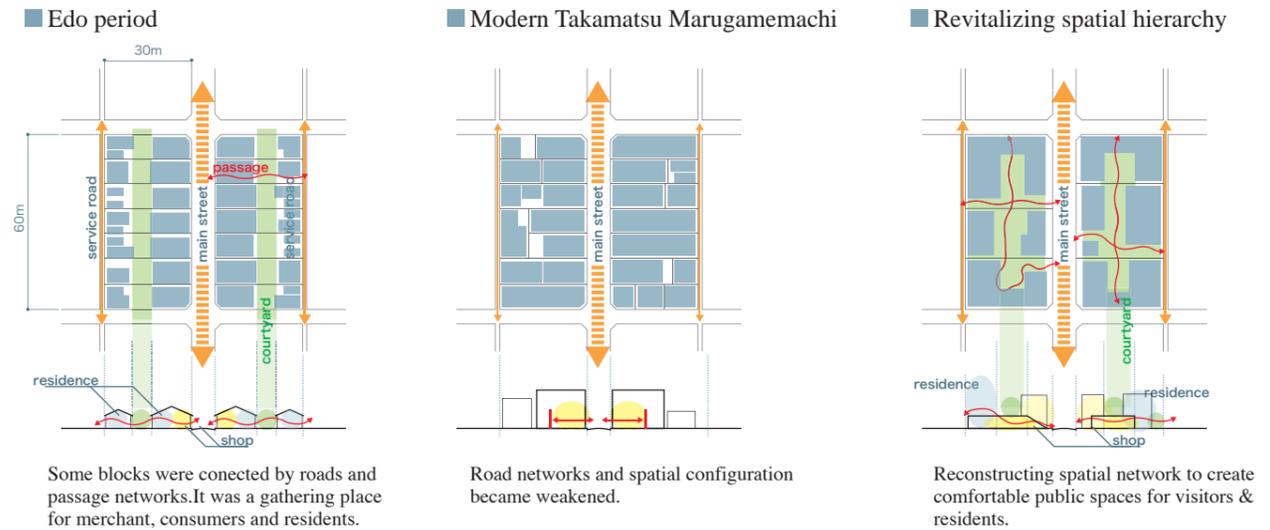
1) *Irrational land use:* an irregular form of buildings in the backstreet urban areas. There are wooden structures & traditional urban sites that are difficult to use rationally and need to be joined to ensure a fixed scale of floor space through the open flow.

2) *Declining of inner city's residents:* As the population of the residents is declining, no body is living in the Central area anymore. Although there is a promotion trend of residential uses in the building's upper floors, it is not always necessarily successful due to many factors such as building form and the related architectural standard laws.

3) *Biased commerce:* With high rents as a reflection of the high land prices in the inner city area, the commercial industries have biased towards few profitable industries, which do not satisfy the various consumer needs. Hence, it is necessary to adopt functional control to promote a richer industrial base.

3 Reconstruction:

Recovering (revitalizing) the hierarchal system of spaces within the shopping street area (public, semi public, and private), which existed in Edo period. Creating enjoyable spaces for consumers and visitors to spend time while shopping



For solving every problem from the point view of area management, the reconstruction approach will "brush up" the main street characteristics, accompanied with a step by step development which takes into consideration the traditional and essential advantages of the shopping area.

4 Growth plan:

- Starting from an agreement: The achievements are based on gathering the individual plans into one comprehensive plan. More over, adopting an incremental approach in plan implementation; the project proceeds further as more agreements are made.
- A pattern-based Control: the functionality of the project are not connected with the full completion of the project. To control the gradual development of the project as one plural form.
- A mixture of large and small scale projects

Target & Policy of Area Management:

- (1) A shopping street for citizen to come together.
- (2) Comfortable public spaces where visitors & residents can enjoy.
- (3) A comfortable living environment that can increase the population of downtown.
- (4) Insitutions that support public demands.
- (5) Accessible points for suburban visitor.
- (6) A life style base which responds to public demands.
- (7) A sustainable and self-supporting economy

Design code

- ① District plan (• Policy of development & preservation • District plan)
- ② Design code (• Concept • Pattern correction)

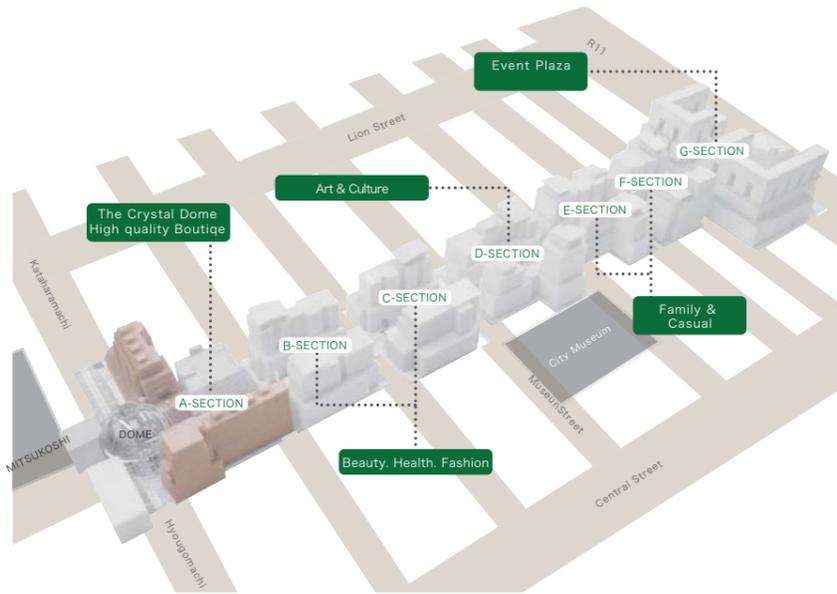
Program

- ① Participate negotiation
- ② Coordinate Masterplan & Blockplan (• Planning • Cost control • Schedule)
- ③ Business scheme ④ Fund raising ⑤ Effecton aggainst investment

Merchandising

- ① Market zoning ② Promote "Takamatsu Style"
- ③ Production control system ④ Art project ⑤ Community participation

Conceptual Model:



Final Master Plan:



Incremental Revitalization Phases:



Phase I



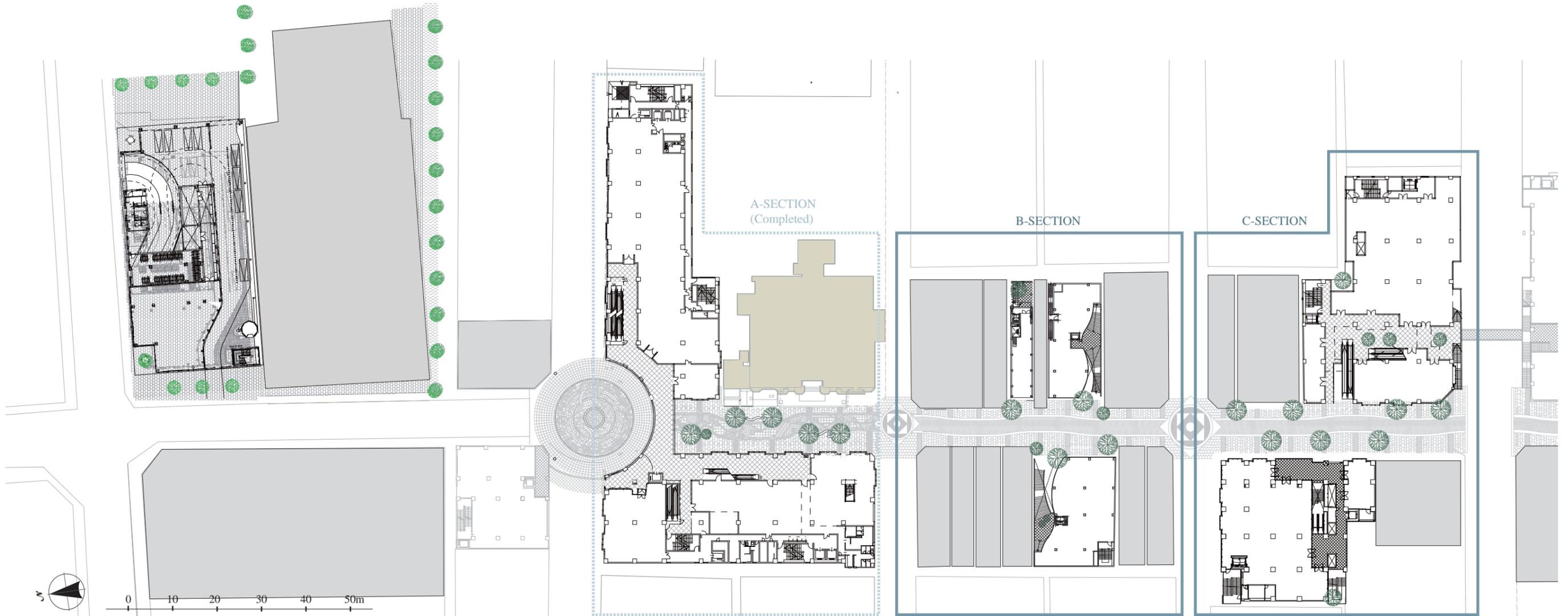
Phase III



Phase II



Phase IV



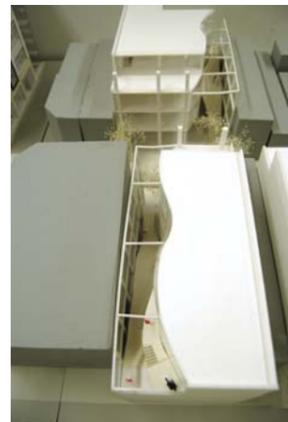
Concept of B/C SECTION:

- The two sections are continuation of A-SECTION on the way to the City Museum. The planning is to improve the wandering environment of Marugamemachi north section with creating a casual commercial accumulation like fashion, food, stationary...etc

- The functions and the designs are derived from the location characteristics and site scale:

B-SECTION: Directing of comfortable movement routes with light walls and highly penetrating façade designs.

C-SECTION: Designing classical facades with wide lower levels through combining the tenants, planning medical base as a medical mall, and planning residential and other uses in the upper floors.



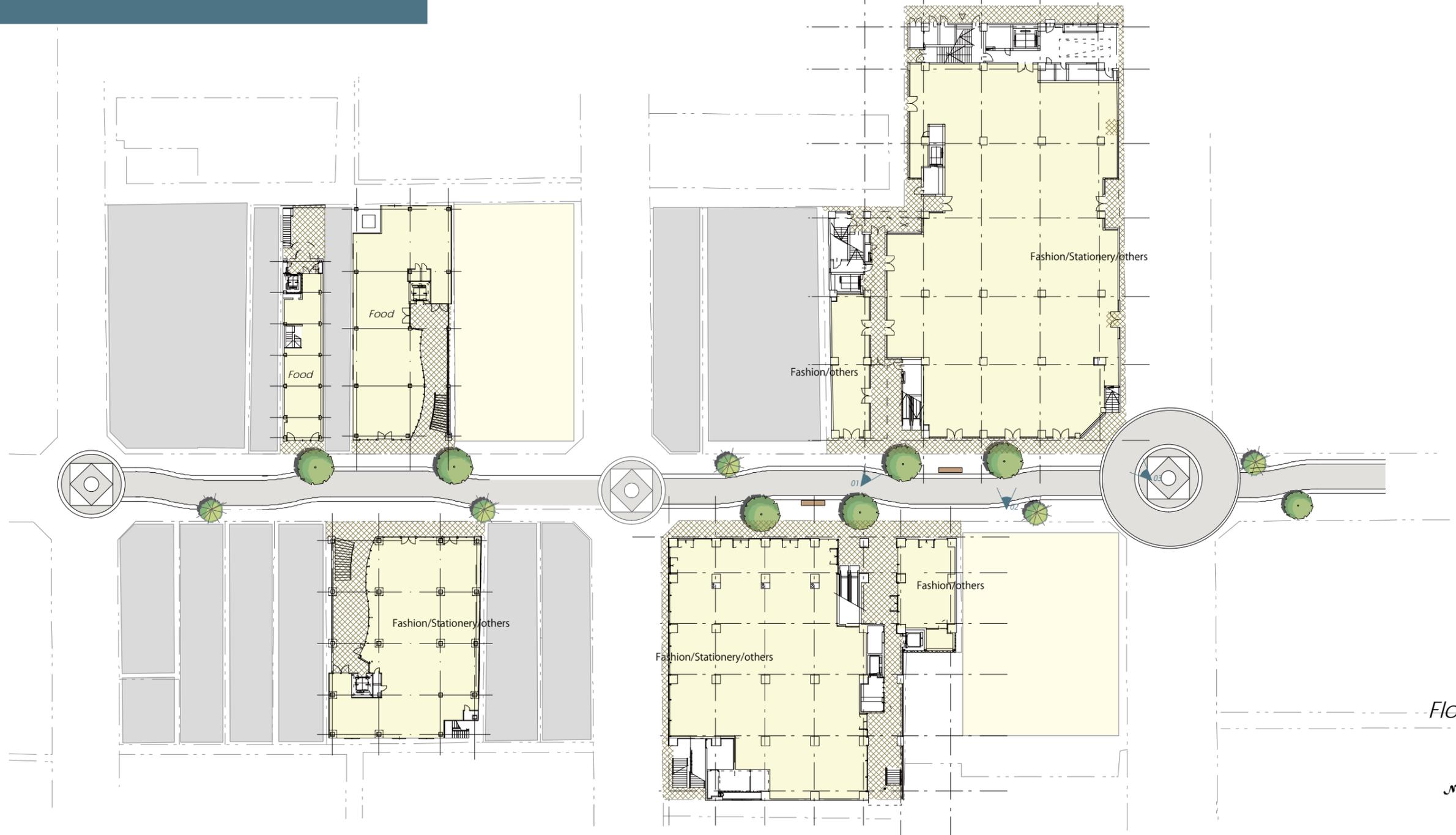
B-SECTION



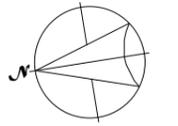
C-SECTION

Time table:

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
A-SECTION	[Progress bar from 2002 to 2007]									
B/C-SECTION						[Progress bar from 2006 to 2009]				
D/E/F-SECTION									[Progress bar from 2010 to 2011]	
G-SECTION									[Progress bar from 2010 to 2011]	



1st
Floor Guide



IMAGES/C-EAST



01



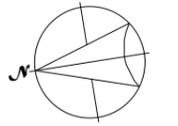
02



03



2nd
Floor Guide



IMAGES/C-WEST



01



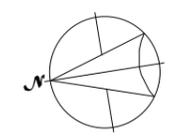
02



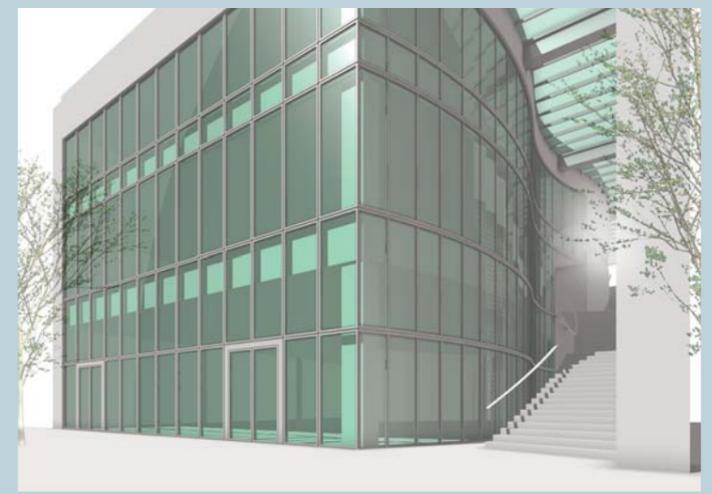
03



3rd
Floor Guide



IMAGES/B-3

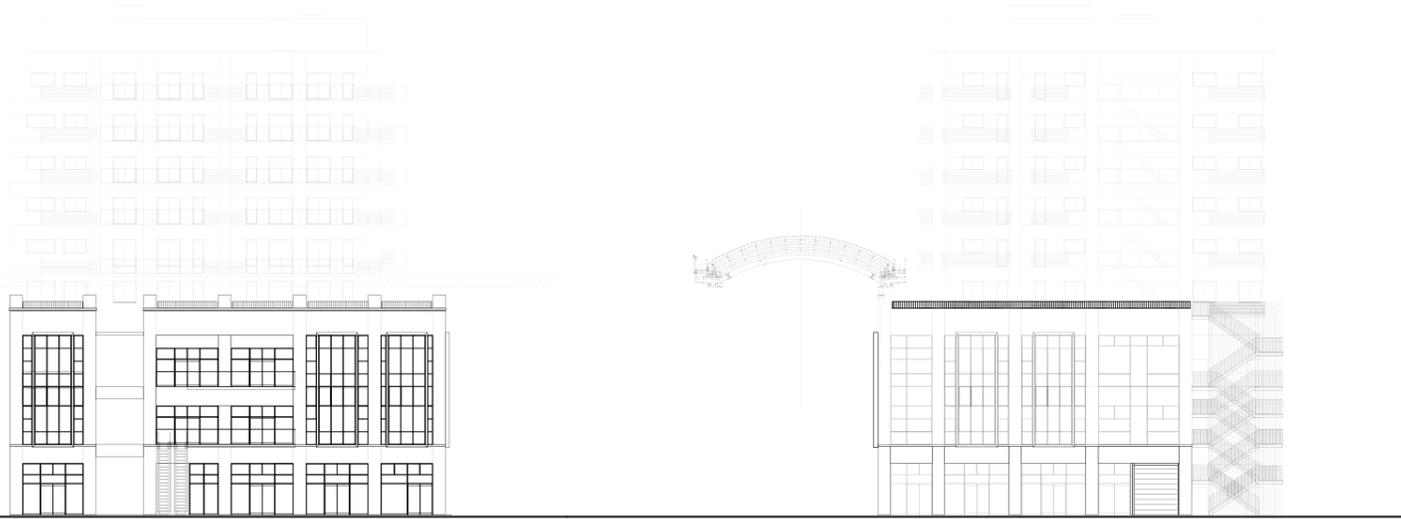


01



02

ELEVATION

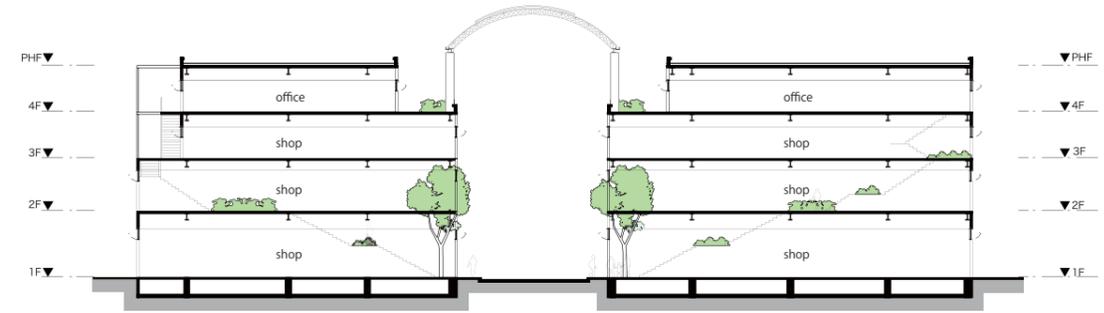


C-West

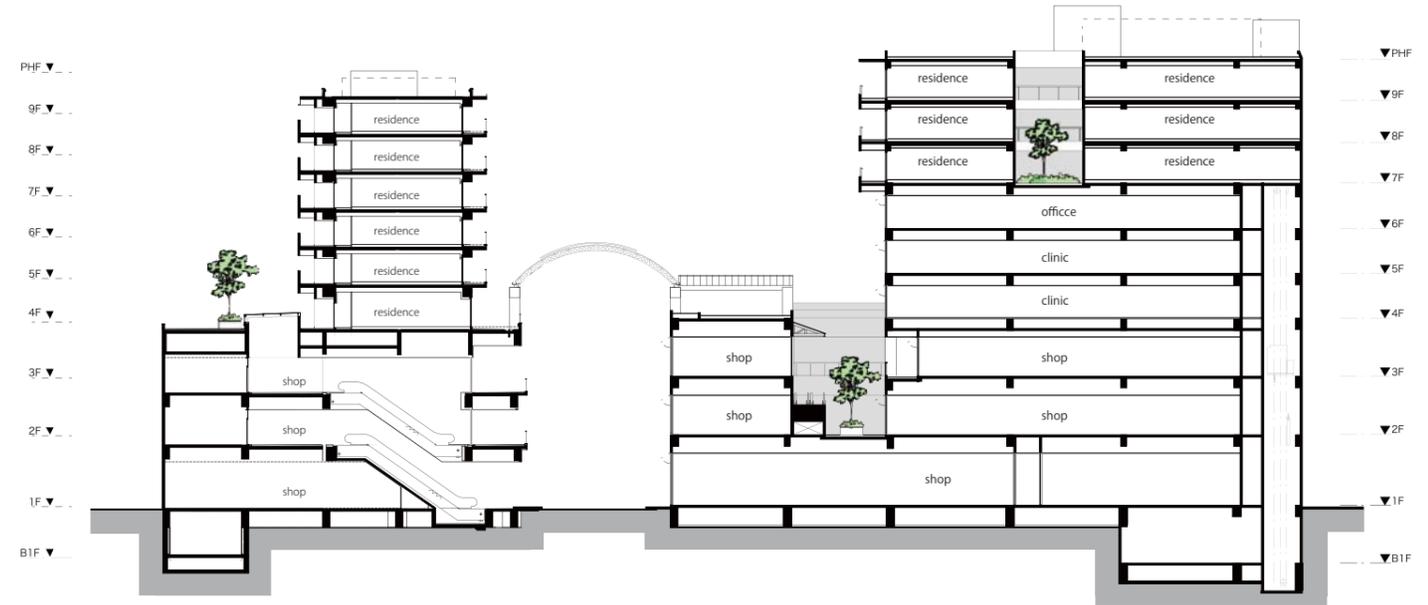


C-East

SECTION



B-Section



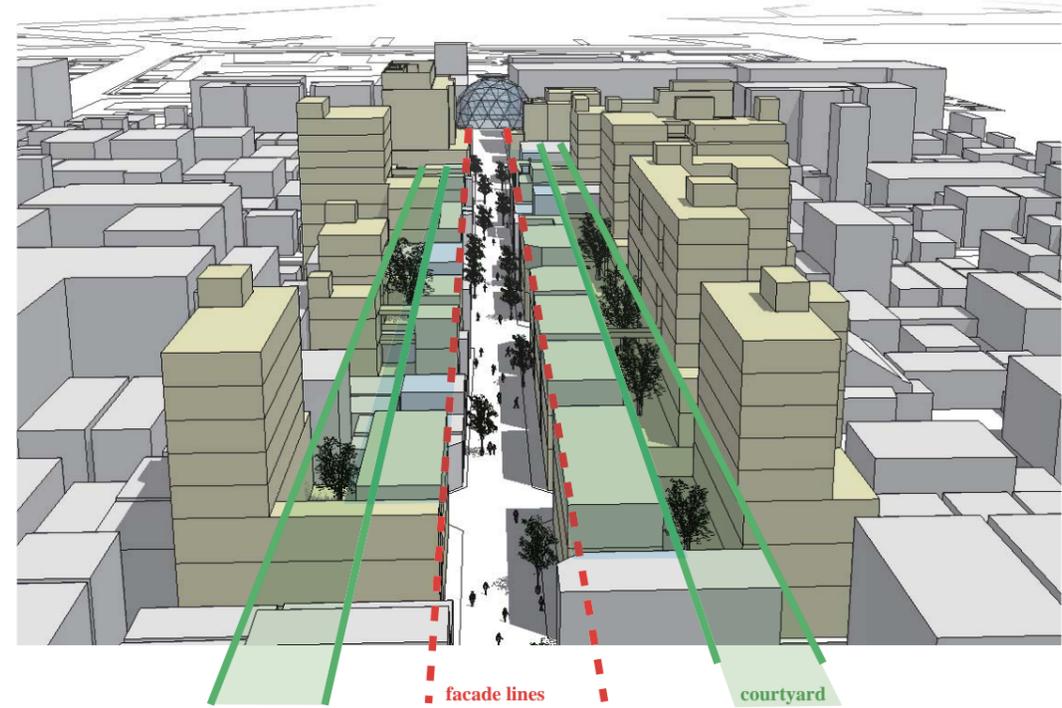
C-Section

D/E/F-SECTION

These sections form the middle part of Marugamemachi Shopping Street. Besides the certain limit of the redevelopments agreements are formed, comparatively, the area will have new business complex. In addition to a planning scheme to control the necessary renewals gradually while sustaining the balance of old and new in these sections.



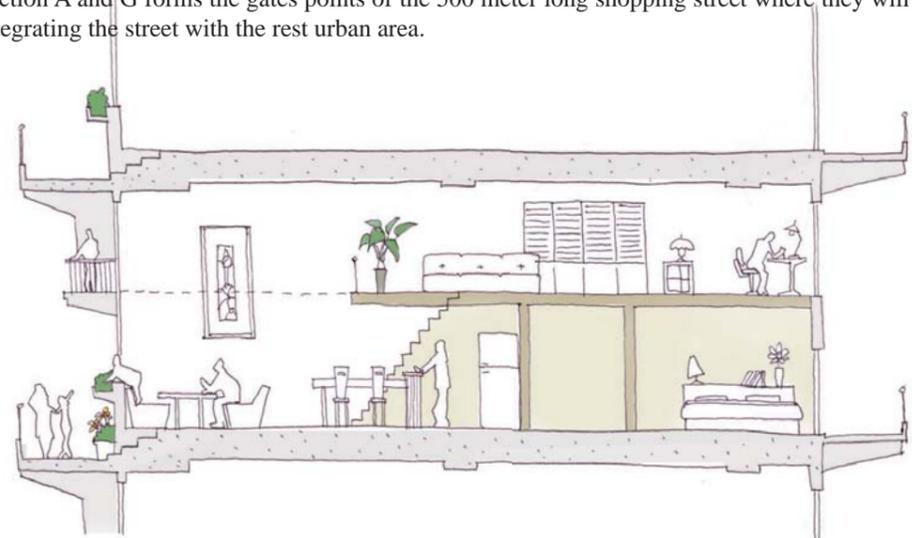
Simulation of D-SECTION
 Planning commercial uses in lower floors and residential in upper floors.
 A continuous series of greenery in the courtyards.



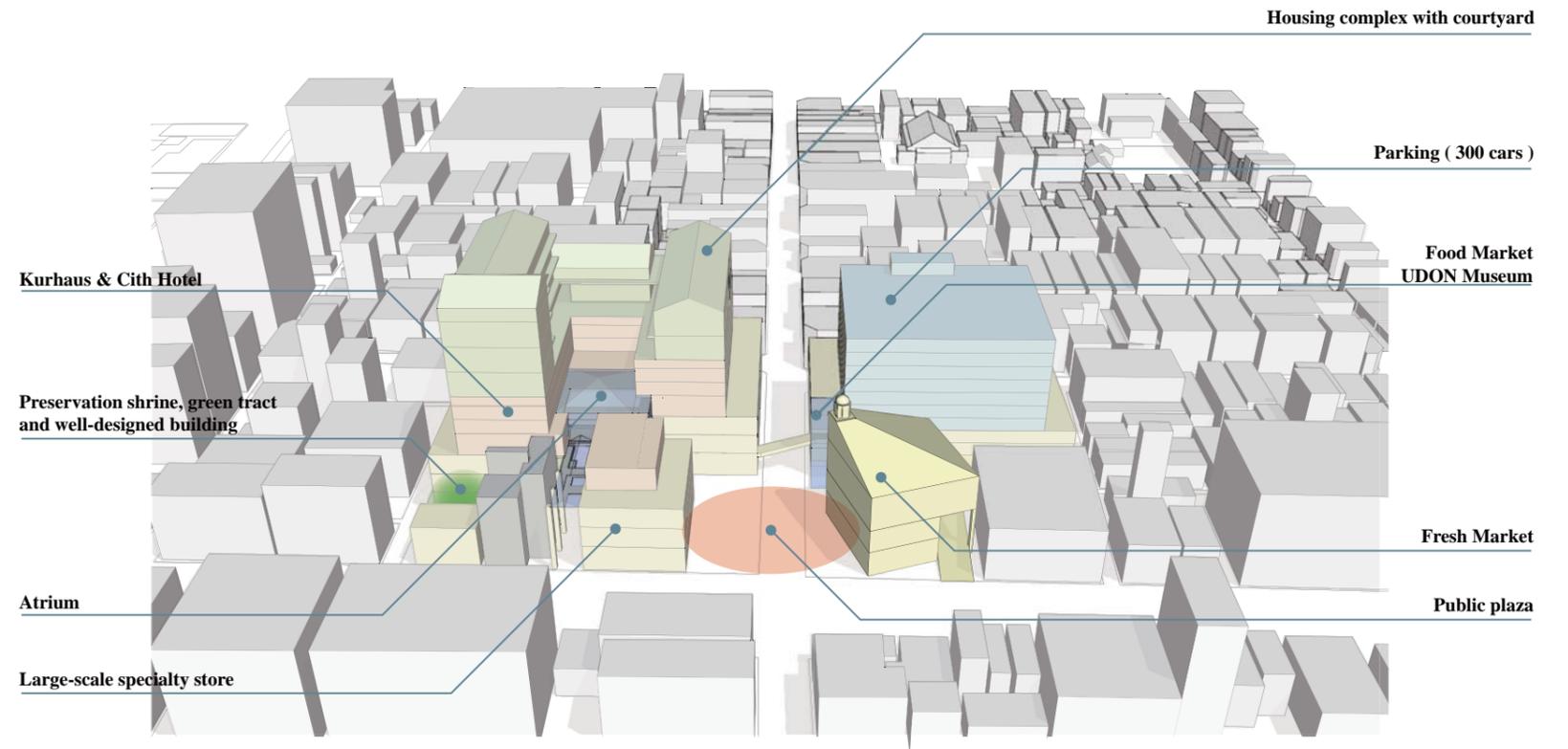
G-SECTION:

With a public plaza as the main element in the south entrance of Marugamemachi Shopping street, the G section has a compound with various functions; residential, hotel, large scale commerce, core house, and market.

Section A and G forms the gates points of the 500 meter long shopping street where they will help integrating the street with the rest urban area.



Housing unit with living access that secures privacy and promotes communication.



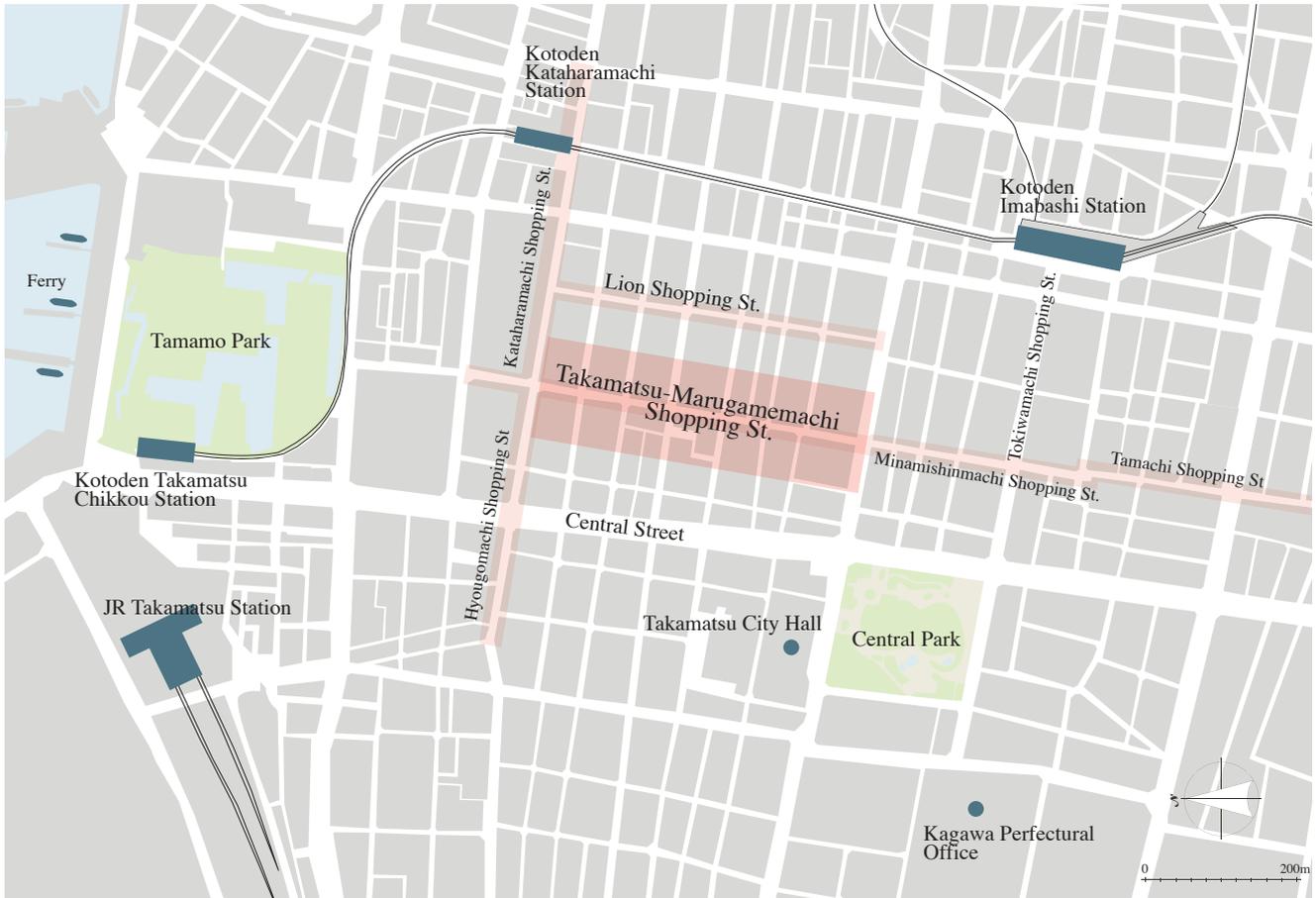
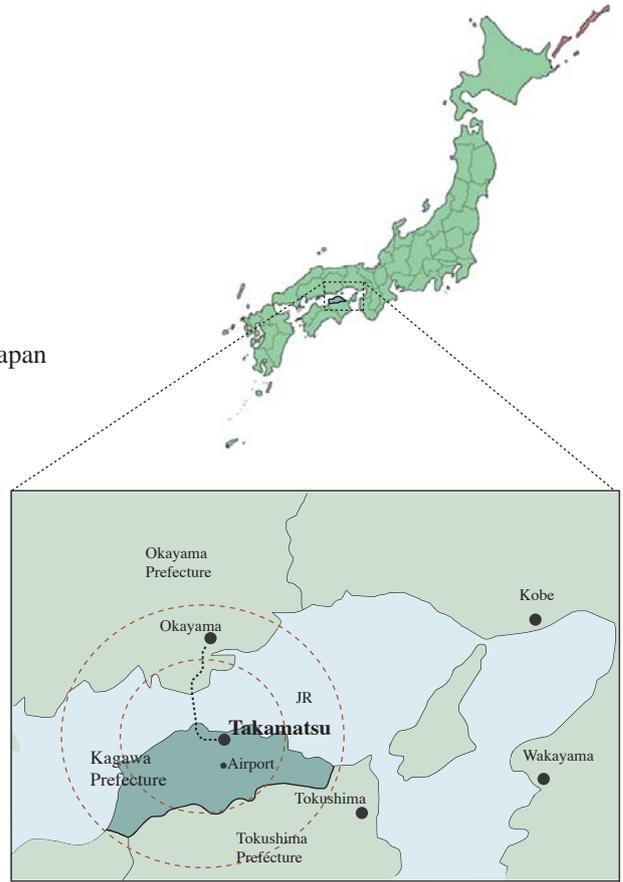
Takamatsu City Location

Address:

Marugame Machi, Takamatsu City, Kagawa Prefecture , Japan

Access:

- 40 minutes by bus from Takamatsu Airport.
- 10 minutes walking from JR Takamatsu station.
- 10 minutes walking from Ferry terminal.



Access Map