


⑥ We Love Tenjin Association

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Area Management in Tenjin of Fukuoka City


We Love Tenjin Association
Secretary General: Tetsuya Nagasao

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○Location of Tenjin

- Tenjin is the city center of Fukuoka City
- (A center of commerce, business, and government functions)




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Size of Tenjin

Walking distance = 1.6km²
Daimyo(1&2 chome),
Imazumi(1&2 chome),
Watanabe-dori (4&5 chome),
Kego (1 chome)

*Reference
Land area of
Tokyo Disneyland = 0.5km²
(excluding Disney Sea)



● Radius600m
○ Radius800m

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Floor space and retail sales in Tenjin

Year	Floor Space (10thousand m ²)	Retail Sales (billion)
S45 (1970)	~5	~5
S47 (1972)	~8	~8
S49 (1974)	~10	~10
S51 (1976)	100000m ²	¥102 billion
S54 (1979)	~15	~15
S57 (1982)	~18	~18
S60 (1985)	~20	~20
S63 (1988)	~22	~22
H3 (1991)	200000m ²	¥193.4 billion
H6 (1994)	~25	~25
H9 (1997)	~30	~30
H11 (1999)	300000m ²	~30
H14 (2002)	~32	~32
H16 (2004)	~33	¥324.7 billion

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■ Aim of We Love Tenjin Association

Various stakeholders in Tenjin, including organizations, residents, and government agencies work hand in hand to develop Tenjin into a friendly, safe, and comfortable place, to increase its value and capacity to draw visitors, to revitalize its economy, and to create culture unique to Tenjin.

■ The association was established in April 2006.

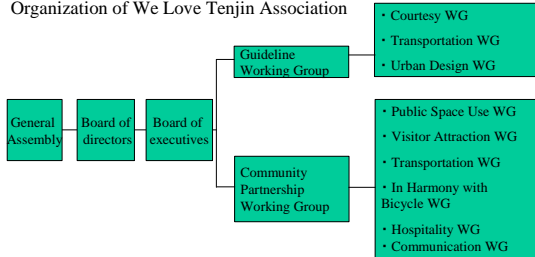
■ Membership as of March 2007

- Area Members = land owners, administrators of buildings, large-scale retailers, tenants, organizations based in Tenjin
31 members in total
- General Members = corporations, organizations, non-profit organizations, individuals affiliated with Tenjin
53 members in total
- Special Members= administration, public sector, educational/research organization
6 members in total

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Organization of We Love Tenjin Association



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graph LR
    GA[General Assembly] --> BD[Board of directors]
    GA --> BE[Board of executives]
    BD --> GSWG[Guideline Working Group]
    BE --> CPWG[Community Partnership Working Group]
    GSWG --> CWG[Courtesy WG]
    GSWG --> TWG[Transportation WG]
    GSWG --> UDWG[Urban Design WG]
    CPWG --> PSWG[Public Space Use WG]
    CPWG --> VAWG[Visitor Attraction WG]
    CPWG --> TWG2[Transportation WG]
    CPWG --> IHBWG[In Harmony with Bicycle WG]
    CPWG --> HWG[Hospitality WG]
    CPWG --> CWG2[Communication WG]
    
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《 Guideline Working Group 》 Tenjin Town Development Guideline

Toward the creation of the brand 'Tenjin'

Interim Report

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• Tenjin Town Management Charter (Preamble)

Tenjin shall continue to be a vibrant downtown and be loved by all. To this end, businesses, residents, government, organizations and individuals shall unite and commit to create the unique charms of Tenjin while respecting each other's activities.

To demonstrate our resolution to develop Tenjin with the understanding and cooperation from visitors, and to ensure that Tenjin continues to be lively and attractive, we have decided to establish this Tenjin Town Management Charter for all those who believe in Tenjin.


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- Tenjin Town management Charter (Preamble)
1. Tenjin is the stage, everyone is a star
 2. Unique encounters in Tenjin
 3. Streets where smiles never fade
 4. Beautiful streets and lively neighborhood
 5. Safe streets – peace of mind for all
 6. Tenjin, where skies are always clear
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1 Characteristics and Purposes of the Tenjin Town management Guideline

Tenjin Town management Guideline is based on the Tenjin Town management Charter. It provides visions for the future of Tenjin and plans town management, which will be shared and realized jointly by the community.



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■ Progress of Tenjin Town management Guideline-Interim Report

□ Time frame: two years from the fiscal year 2006 to 2007

□ What had been examined in the fiscal year 2006 has been organized into an interim report consisting of 4 chapters.

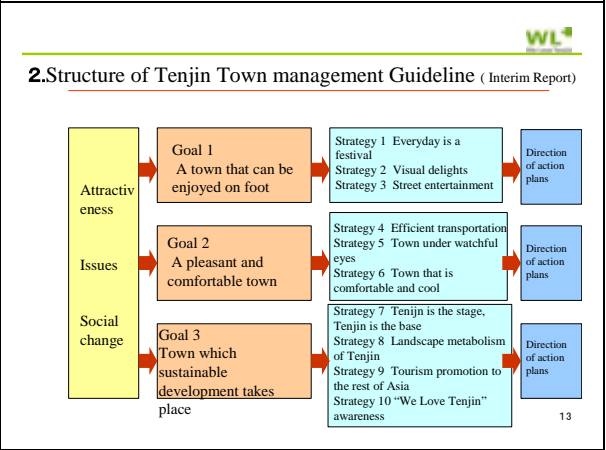
Interim Report for the fiscal year 2006

Introduction
Chapter 1 Growth of Tenjin and its town planning
Chapter 2 Present situation and issues
Chapter 3 Images of future Tenjin
Chapter 4 Strategies

Matters to be examined in the fiscal year 2007

Chapter 5 Theme-specific guidelines and rules
Chapter 6 Action plans

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3. The Present Situation and Issues of Tenjin
- **Attractiveness**
 - Urbanized downtown and stimulating community
 - Compact city • Train and bus terminals
 - **Issues**
 - Urban hospitality • The environment
 - Deterioration of business environment
 - Traffic problems • Emphasis on targets • Urban infrastructure
 - **Social changes**
 - Demographic change • change in urban structure • change in transportation infrastructure • further escalation of competition over business and commercial environment • changes in real estate market • changes in lifestyle • On-going globalization • Coming of building remodeling time
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4. Goals

Future image of Tenjin

Goal 1 (Enhance the existing attractiveness)
『A town that can be enjoyed on foot』

Goal 2 (Address the existing issues)
『A pleasant and comfortable town』

Goal 3 (Introduce new activities)
『A town where sustainable development takes place』



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Strategy 1 – Everyday is a Festival



An image of an outdoor event



An image of an indoor event

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Strategy 2 – Visual Delights



An image of a picturesque park



Preserving historical buildings

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Strategy 3 – Tenjin Street Entertainment



An image of improved amenities within pedestrian areas




An image of lively pedestrian streets


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Strategy 4 – Efficient Transportation



A shuttle bus (operated in Tenjin Picnic 2006)



'Oshichari Road Campaign' to encourage cyclists to get off their bicycles on pedestrian streets


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Strategy 5 – Town under watchful eyes



An image of a safety street

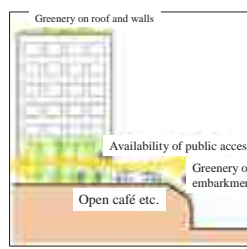


Night patrolling


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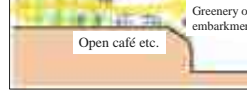
Strategy 6 – Town that is comfortable and cool



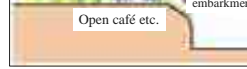
Greenery on roof and walls




Availability of public access



Greenery on embankment



Open café etc.



Fukuoka Water-Sprinkling Campaign 2006

An image of the waterfront axis

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Strategy 7 – “Tenjin is the stage, Tenjis is the hometown”



An image of the knowledge industry



An image of public arts to be installed in accordance with the cultural rule


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Strategy 8 – Landscape metabolism of Tenjin

An example of planned town maintenance based upon urban design

<Shiodome Area Tokyo>

<Marunouchi Area Tokyo>

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Strategy 9 – Tourism promotion to the rest of Asia

An image of international tourist information counters




Currency exchange at a hotel

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Strategy 10 – Making “ We Love Tenjin”



Information dissemination through our website



Partnership with and participation of a variety of people

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■ **Progress of Tenjin Town management Guideline-Interim Report**

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Interim Report for the fiscal year 2006

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◀ Community Partnership Working Group ▶

Concrete activities

- (1) Formation of urban space that can be enjoyed on foot
- (2) Promotion of traffic management which attaches importance to safety and the environment
- (3) ‘Let’s go to Tenjin’ Campaign-“Matakuru Ticket”
- (4) ‘Let’s go to Tenjin for Christmas 2006’ Campaign
- (5) Tenjin tour navigation project
- (6) Study missions
- (7) Participation in symposiums and conferences, acceptance of incoming study missions
- (8) Dissemination of information

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(1) Formation of urban space that can be enjoyed on foot

Open cafés



Remodeling of bicycle parking areas



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Expansion of pedestrian sidewalks



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Flower City Tenjin



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Clean-up /Beautification Activity-Tenjin Clean Day



Crime-Prevention Patrol




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(2) Promotion of Traffic Management which Attaches Importance to Safety and Comfort

Fringe Parking System

A bus with We Love Tenjin Association logo



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A Churin Coupon for bicycle parking lot users



A sticker for illegal bicycle parking



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Oshichari Campaign ~to control dangerous cyclists~



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(3) "Let's go to Tenjin" Campaign - "Matakuru Ticket"

"Matakuru Ticket"



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TENJIN PICNIC 2006
2006.9.16 START!

TENJIN PICNIC 2006 3 Projects

- Creation of a different and relaxing place Amenity Project
- Environment-friendliness by placing priority on public transportation Transportation System Project
- Safe and comfortable space for pedestrians and bicycles Good Cycling-Life Project

○ Tenjin Picnic 2006
■ Period: Saturday September 16 to Sunday October 29th, 2006

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(4) Let's Go to Tenjin for Christmas 2006



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Illumination of various facilities



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(5) Town Tour Navigation Project



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(6) Study Mission to Curitiba, Brazil

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(7) Participation in Symposiums and Conferences, Acceptance of Incoming Study Missions

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(8) Dissemination of information

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