

Redevelopment Plan of Iwanai-cho



Project Brief

November 2021

The Site

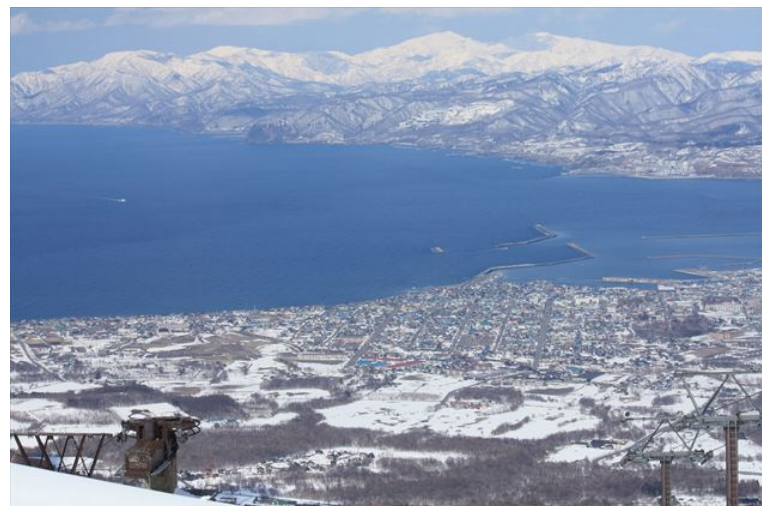
Welcome to Iwanai-cho, Japan. Located on the northern island of Hokkaido. Iwanai-cho is blessed with bountiful nature, fresh produce, traditional Japanese living and is flanked by the Sea of Japan to the west, majestic mountains to the south, productive farmland to the east and a pristine river to the north.

At a latitude of 43 degrees north and on the west coast of Japan's northern island Hokkaido, Iwanai-cho experiences the incredible diversity of seasons. Thick blankets of snow in winter, streets carpeted with pink cherry blossoms in spring, layers of green that support a plethora of outdoor activity in summer and deep reds and yellows of the Japanese autumn.



This town has so much to offer.

- Access to the variety of locally produced and seasonal foods.
- Fishing port gives fresh sea produce and access to ocean activities.
- Iwanaidake mountain provides breathtaking views of the town and the ocean.
- Untouched forest is home to many flora and fauna.
- Onsen (natural hot springs for public bathing) with hot, mineral rich water powered by heat deep within the earth.
- Many hiking trails showcase the natural environment.
- Ice climbing (like rock climbing, but more terrifying)
- Kayaking the surrounding river systems.
- Fruit picking, as there are many fruit and vegetable farms in Hokkaido.
- Traditional festivals celebrating the long history of the local people.
- Wildlife including deer, foxes, bears, many varieties of birds and more.
- Many day and night scenes that are perfect for the amateur and professional photographer.
- Many incline and flat courses allow for road and mountain biking.
- The Iwanai Ski resort gives access to the mountain via one chairlift and a modified tractor which can transport skiers and snowboarders to the untouched snow.
- A community which has a rich Japanese culture.
- A more relaxed pace of life is great for those who want to be able to relax in town.
- Niseko is the front runner for the 2030 Winter Olympics Host city which is likely to boost development and interest in the area.



The Problem



Unfortunately, even with all these wonderful features, this town is suffering from the same problems that haunt many rural areas throughout Japan. The issues of ageing population and urban migration are squeezing the local economy and means that many homes and businesses are left empty and those who remain must rely on fewer and fewer services. However, in stark contrast, on the other side of the mountain lies the world famous ski resort town of Niseko. Niseko has become a very popular place for international tourists to come and enjoy the reliable fall of powder soft snow and multitude of different ski runs which can be ridden right to the lobbies of its many 5 star hotels. For this reason over the 6 years from 2014-2020 land prices rose here by 1400%.

It is easy to think "why not just copy what has been done in Niseko?" And there are 2 main reasons for this. For one, the ministry of environment will not allow any more trees to be cut down from the mountain for the development of a greater ski area. And the other reason is that the local community wants to keep holding on to their heritage, customs and way of life.

Consider this a little deeper and actually these two points don't so much create a problem, as much as a town planning opportunity. Without any differentiation from it's neighbour, Iwanai-cho stands little chance of attracting the same pool of international ski clientele. Yet by taking a page out of the book of Kyoto's strict development guidelines, there could be a far richer and longer lasting tourist experience by keeping adhering to a new town development plan that highlights the town's own strengths. And by working within the governments environmental protection regulations, we can preserve the beautiful nature which will in turn attract more tourists to the area.



The Issue

At a minimum you and your team are requested to provide:

1. A flythrough video of a digital 3D town model highlighting the key plan features and intercut with town design highlights, activities and interviews with local people.
2. A joint feasibility study and investment prospectus which includes the following
 - a. A well designed booklet which is pleasing to the eye and easy to understand.
 - b. Site plans, key architectural drawings and perspective images.
 - c. Background information on the town, its culture, history and future.
 - d. Project Assessment showing understanding of costs and benefits.
 - e. Business Plan showing short term to long term goals.
 - f. Key points to the town planning guideline and Material Palette.
3. A selection of A1 Panels displaying town plans and construction drawings for at least 2 key buildings for potential public viewing.

Your town plan must consider these issues:

- Access from main transportation hubs.
- Ease of movement for visitors to all the town's landmarks, encouraging local business to grow.
- Employment opportunities to retain a year-round thriving community.
- Attracting investment/investors, whether government or private, to finance the project.
- The creation of town planning guidelines to ensure future development fits the town aesthetic.
- Creation of a zoning map to clearly define the different land uses and identify key landmarks.

Get to know the town:

- Contour maps, zoning, historical photos
<https://drive.google.com/file/d/1pK8Vtu5YuGYR9OnMbZO0pOv8uEXdS8XH/view?usp=sharing>
- Google Map <https://goo.gl/maps/Q9BpkHJbVFhRSXHb8>
- Mr Matsuda's Instagram account <https://www.instagram.com/mattsun5151/>
- Billabong promotional video <https://www.youtube.com/watch?v=478bdcaVCH4&t=406s>
- Drone footage https://www.youtube.com/watch?v=5BW_wuz8V84
- Travel youtuber's video blog <https://www.youtube.com/watch?v=X0l21E3puoE&t=11s>
- Existing town planning and zoning information
<https://www.town.iwanai.hokkaido.jp/jyumin/kentiku/1.genkyou.pdf>
- Iwanai town homepage https://www.town.iwanai.hokkaido.jp/?page_id=47096

