Vision of UDCK

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Mass collaboration on private, public and academic partnerships

What do we expect from a “town”? Most of us need the convenient environment where we can live without anxiety. Some want to have fun, or encounter and exchanges with people, while some seek for a new business chance. From a social point of view, we also want to reduce environmental impacts, take measures to the aging society, foster industries, and stimulate a regional economy. With these problems becoming more diverse and complicated, simple solutions are not enough for them. To realize the “town” we need, we have to formulate a new scheme to develop a town ideal for the future, by sharing mutual goals.

In recent years, city development participated in by citizens and initiated by a community has been promoted. For complex problems, however, various individuals and organizations which are taking actions in public, private, and academic fields, respectively, have to collaborate in problem solving by contacting each other in required cases. Universities and professionals will play important roles in the application of new technologies and theories to city development as well as in deciding the direction of collaboration from a long-term, objective standpoint.

A foothold to create a town with the initiative of a community

The foothold for mobile mass collaboration by a community needs 1) a base of activity, 2) full-time professional staff, and 3) a cooperative operating structure. Continuous activities and the development of a new activity will only become possible when a base of activities exists in the center of a community, full-time staff regularly support and direct individual activities, and a cooperative operating structure manages the whole activity.

The form and the management of a base depend on the scale and conditions of a city. The initiative in building it may be taken by local governments, NPOs and companies, or universities and professionals. The Urban Design Center Kashiwa-no-ha (UDC) is the first urban design center in Japan, established in November 2006, participated by local governments, private organizations, and universities, proposed by Takeru Kitazawa, the then Professor of the University of Tokyo. UDCK promotes city development with advanced mass collaboration as the base independent from the government administration for carrying out part of planning and adjustment of city development.

Constituents and roles of the public, private and academic sectors

Public = Administration (government), non-profit organizations (NPOs), etc. Offer public services to a community.
Private = Citizens, enterprises involved in economic activities, etc. Enhance vitality and attractiveness of a community.
Academic = Educational and research institutions including universities, professionals, etc. Carry out advanced activities based on expertise and technologies.

The key to the future city development is the integration and combination of collaboration with the public, private and academic sectors, that is, mass collaboration. A proper system and foothold are needed to promote it. The Urban Design Center (UDC) is a foothold to practice mass collaboration with the public, private and academic sectors, initiated by a community, and to create a town.

The image of mass collaboration with the public, private and academic sectors

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Kashiwa-no-ha International Campus Town Initiative
– international academic research city and next generation environmental city on public, private, and academic partnerships

UDCK’s activities cover the places along the Tsukuba Express Line in the northern part of Kashiwa City, Chiba Prefecture, the development region around Kashiwa-no-ha Campus Station and Kashiwa Tanaka Station and its surroundings (approximately 13 km²).

In this area, leading research institutions including the University of Tokyo Kashiwa campus and Chiba University Kashiwa-no-ha campus. There are also rich green spaces such as Kashiwa-no-ha Prefectural Park and Koubukuro Pond Natural Museum Park (construction planned).

Chiba Prefecture and other organizations started the “Kashiwa/Nagareyama Region International Academic Research City Development Project” in 2003. In March 2008, Chiba Prefecture, Kashiwa City, the University of Tokyo and Chiba University formulated the “Kashiwa-no-ha International Campus Town Initiative”. With the vision to realize the “International Academic Research City and the Next Generation Environmental City on Public, Private and Academic Partnerships”, the Initiative specifies eight goals, aiming at the integration of universities and communities from the perspectives of new space and activities, generating new cultures and industries.

While leading projects being implemented, the concept of the “City developing the future picture of the world” was released in July 2011, which proposes the models to solve serious social problems such as “environmental energy”, “the super aging society”, and “economic recovery” through city development. In December of that year, the area was designated as Future City and a special comprehensive zone for regional revitalization, with its efforts speeded up.

UDCK, as the cornerstone of the “collaboration of the public, private and academic sectors”, plays a central role in planning and promoting these projects.

Outlines of UDCK

Objectives and functions

UDCK has three functions: a think tank to carry out “investigation, research and proposals” for a new city development; a coordinator to promote projects through “coordination and support” of actual development; and a body to “dispatch information” to call for participation. Activities are broadly divided into four groups as shown below. Typical activities of each group are shown on the following pages.

Management system

UDCK is a voluntary organization managed collectively by seven constituents from the public, private and academic sectors*. Members are selected from them for a “Steering committee” which decides on basic issues related to management (its chairman also serves as the President of the center). Expenses for facilities and goods, labor costs for management, and activity expenses are shared by these bodies.

For practical operations, an “Administrative structure” is set up with the members selected from constituents as the members of the Permanent Steering committee “Cooperative bodies” (relevant public organizations and specialized institutions), President, Deputy President, and Directors who are responsible for implementation of projects, along with other members, plan and coordinate various projects conducted in Kashiwa-no-ha area, with sharing information closely.

* In December 2011, Kashiwa-no-ha Urban Design Center (general incorporated organization) (Atsushi Deguchi as the representative director) has been established, in addition to the voluntary organization UDCK. The Urban Design Center performs business related to contracts, which cannot be done by a voluntary organization, and supports the activities of the voluntary organization with implementing independent projects.
As a community-based urban development think tank, UDCK promotes basic investigation, analysis and research for future city development and a new “vision for the city” through collaboration and dialogue with universities, businesses and residents. At UDCK, we always go out onto the field and look towards specific goals in planning city development and proposing plans and strategies for the Kashiwa-no-ha area.

**Machizukuri School**
The Machizukuri School offers classes geared towards residents and aimed at fostering future leaders with the ability to guide city development. The latest topics related to the Kashiwa-no-ha area are selected for these classes and leading researchers and practitioners are invited as instructors to the school, providing students with the opportunity to acquire practical knowledge on theories and prominent projects. The Machizukuri School provides an arena for thinking about the future of the city together as a community.

**Chiba University**
**Kashiwa-no-ha College Link Program**
With its focus on “sustainable design,” this program enables mutual learning between citizens and universities on topics such as the environment, health and food. The program’s graduates have used their acquired knowledge to establish the Kashiwa-no-ha College Link Network, Inc. as a means of solving community issues. The organization’s scope of activities continue to expand.

**Urban Design Studio**
The urban design studio is a graduate level joint studio held by the University of Tokyo, Chiba University, Tokyo University of Science and the University of Tsukuba. The studio invites numerous researchers and practitioners as instructors, and students are given the opportunity to propose future visions for the Kashiwa-no-ha area through open discussions with local governments, companies and residents. Some of these proposals have actually been realized in communities as student projects as well as UDCK activities.

**Urban Design Center Research**
In addition to administrative urban planning and resident-led activities, a new mode of city development has begun to be practiced by various community-building centers and organizations together with urban design experts who provide assistance from an objective standpoint. These organizations and footholds are called Urban Design Centers (UDCs). These centers have been conducting research on both domestic and overseas urban design cases. UDCK, as a model UDC, has worked to expand UDC networks in Japan.

**Research on Urban Structure and Mobility Design**
UDCK, in collaboration with universities, local governments and private corporations, conducts research and produces proposals for advancing TOD-based community building fit to the needs of the Kashiwa-no-ha area. Designated as an organization for promoting urban regeneration, we also cooperate in studies for Kashiwa City’s Location Optimization Plan.

**Area Management Research**
At UDCK, we also research autonomous local management efforts advanced throughout the nation and conduct discussions on the topic of future sustainable management in the Kashiwa-no-ha area, beyond the individual spheres of the government, private corporations, and universities.

**Other Major Research Projects**
- Research on urban design management methods
- Population analysis and urban development in an aging society
- Mobile space statistics
- Community grid research
UDCK supports the expansion of various demonstration experiments into communities. These efforts include supporting the demonstration of leading-edge research by universities, adjusting the necessary environment for such experiments and coordinating with the community to gather testers for the demonstrative introduction of new technologies. By connecting leading knowledge and technologies with the local area and residents’ lives, we aim to create new businesses and spread new technologies throughout the region.

**PLS (Public Life Space)**
Kashiwa-no-ha Innovation Design Research, comprised of universities and private businesses, has installed experimental unit houses called PLS at UDCK and other sites. The PLS system is an experiment in creating a place to foster and connect “the small-scale public qualities of individuals” through the use of unit houses developed by a local company. These small-scale units constantly change in use and location, and are utilized as spaces for spreading information and fostering interaction.

**Mobility Sharing Demonstration Experiments**
We also organize experiments such as the “Kashiwa-no-ha Smart Cycle” system for bicycle sharing and “Multi-mobility Sharing,” which involves electric motorcycles and automobiles. Universities, local governments and companies have been carrying out test operations and data analysis on these experiments.

**Kashiwa ITS Promotion Council**
This council, comprised of universities, local governments and private enterprises, was developed when Kashiwa-no-ha was designated as a Model City for ITS Experiments. Based on its five subcommittees, the council currently advances research & development as well as demonstration experiments for next-generation transportation systems, including everything from next-generation vehicles to information systems.

**TX Entrepreneur Partners (TEP)**
Drawing on the potential of universities and research institutes located along the TX line (including Tsukuba, Kashiwa-no-ha and Akihabara), TEP was established in November 2009 as a community-based networking organization for supporting ventures. It founded KOIL (Kashiwa-no-ha Open Innovation Laboratory) in 2014, and provides support to startups on a daily basis.

**Town Health Center ASHITA**
Town Health Center ASHITA was founded in 2014 as a center for promoting health in the local community based on the activities of “walking, talking and eating.” It was developed as part of the effort to realize health and longevity in urban planning, and its management is supported by UDCK.

**Kashiwa-no-ha Campus Card**
A community card was introduced to enable use and participation in the various projects implemented in Kashiwa-no-ha through a single card. The card aims to improve convenience and promote further community participation.

**Community Building Using Segways**
With the first Segway tour held in 2008 and the test runs and tours led by the resident group, the “Segway Club,” we have been exploring the various potentials of using Segways as a means of community building.

**Environmental FutureCity Initiative**
Through the combined effort of the public, private and academic sectors, Kashiwa-no-ha was selected as an Environmental FutureCity by the Cabinet Office in 2011. UDCK helps manage the various projects occurring simultaneously in the area aimed at: the spread of resident participation in eco-friendly activities, energy management across different blocks and zones, the creation of a community in which healthy seniors can take active part, and the formation of a community that fosters international ventures.
UDCK promotes collaboration between local governments, residents and private businesses and aspires to form high-quality urban spaces that are rich in creativity and fit for an International Campus Town. This involves a comprehensive approach, which includes investigation and proposals regarding public spaces, consultation and discussion related to building activities, support in gaining local consensus, and the management of an urban design awareness program.

Discussions on Public Space Design
Through its public-private-academic partnership, UDCK provides technical support to design studies, conferences, and adjustments for maintaining and improving public spaces in the Kashiwa-no-ha area (roads, parks, reservoirs, etc).

- Green Axis
In terms of the Green Axis defined by the Campus Town Initiative, we participate and provide technical assistance in consultations with administrative organizations and landowners regarding ways to green and improve the axis’ quality.

- Kashiwa-no-ha Campus Station West Exit
The mixed-use development around Kashiwa-no-ha Campus Station’s west exit in the spring of 2014 spurred improvements to features of the stationfront plaza and street as the face of the town. Starting with improved paving and greening through the use of tall zelkova trees, the upgrade included outdoor sofas, power/water sources for events, and a symbolic sign for the town selected through a design competition.

- Reservoir No.2 (Aqua Terrace)
With the establishment of city development guidelines aimed at an Innovation Campus that attracts companies and research institutes, this reservoir, located at the heart of the guidelines, was defined as an important waterside space. We thus help promote a nature-oriented green approach in the area together with the creation of a waterside-friendly, pleasant space for interaction that involves surrounding roads as well.

Discussions on the Landscape Accompanying Development Projects
The Kashiwa-no-ha station area is defined as a Landscape Emphasis Zone that aims towards the realization of a pleasant cityscape and living environment. Extentions to this area and reviews of landscaping standards are conducted on a regular basis. UDCK (a general incorporated association) was designated a Landscape Management Organization by Kashiwa City in 2013 and, as a community-based organization comprised of specialists in the field, we have supported activities like reviewing landscape standards. Since 2016, we have been conducting discussions on landscaping concerns prior to development projects in the area.

Spreading Urban Design Awareness
UDCK regularly holds symposiums on environmental friendliness and urban greening that are open to the area’s residents as well as other events such as walking tours. We also assist in the production of pamphlets regarding the area’s landscape.

Town Planning with Agriculture
UDCK participates in the Farming Town Committee, a committee organized under the public-private-academic partnership with the goal of establishing a “garden city that coexists with urban agriculture” in the area around Kashiwa Tanaka Station. An Eco-friendly Convenience Station (a center for information and activities) was established in front of the station and our work has involved supporting the management of an agricultural experience farm, holding events themed on agriculture, and conducting discussions aimed towards the formation of an urban environment that inherits the landscape of an agricultural village from the olden days.
We help maintain community activities in the town by providing opportunities and mechanisms for everyone to participate in the city through community programs. At the same time, by planning and connecting the various programs, our goal is to create an autonomous area management system in which the local community leads the creation, maintenance and development of value in the region.

**Kashiwa-no-ha Points Program**
We established a points program in which local points earned through participation in town activities can be reused for various local programs and events. This program is currently being tested to promote participation and understanding in local activities and foster interaction.

**Town Club Activities**
We plan and implement various programs that aim to connect people with one another and provide an opportunity for new residents to assimilate themselves into the local community. Many new, resident-led activities that step beyond the bounds of conventional organizations have been established through these efforts.

**The Pinocchio Project and Future Kids School**
These programs, geared towards fostering future leaders (=children) as a community, are held throughout the year with the participation of local residents and facilities. Local children and guardians also participate with us in the planning and operation of these programs.

**Kashiwa-no-ha Campus Station Community Building Council**
This council was established in July 2011 by civic organizations and businesses around the station as an umbrella organization for local activities. The council engages in solving local issues and maintaining and improving the living environment. UDCK takes part in operating this council and supporting these local activities.

**Use of Stationfront Plaza and Road Spaces**
Based on an agreement with Kashiwa City, UDCK (a general incorporated association) is responsible for the management and use of the improved stationfront street. In addition to hosting the Marche Couleur, a lively space for interaction between residents, a yatai (street stand) project was begun in 2015 to create a lively nighttime atmosphere on a daily basis – and we even created our own original yatai. We also support Kashiha activities that help residents create greenery in the stationfront space through the work of gardening.

**Collaborative Events / Information**
UDCK collaboratively implements and publicizes seasonal, theme-based events such as the “town as a whole as an open campus” event, which provides an overview of open house events in the fall. We further help spread information on various community activities through the use of different mediums such as the large-scale, digital touch-panel signage in the city, print media and the web.

**K Salon**
K Salon is a gathering hosted by UDCK. It provides the opportunity for casual discussions on the future development of the city (with a drink in one hand) based on topics introduced by special guests who specialize in city development.

**Other Major Collaboration Projects**
- **<K-stream>**
  - Kashiwa-no-ha Community Broadcasting Station
- **<KSEL>**
  - Kashiwa-no-ha Science Education Laboratory

**4 Area Management**

**Everybody is a Star in This Town**
Introduction of the UDCK Facility

The current third facility moved to the first floor of the University of Tokyo Kashiwa-no-ha Campus Station Satellite in April of 2014. Although it is not an independent, detached building like the first and second facilities, it still contains an open deck, lounge, office and information services common to the first and second facilities.

■ Information desk
The information desk conducts registration and has an assortment of pamphlets containing local information.

■ Lounge/Open Deck
Various activities such as Kashiwa-no-ha community building meetings and workshops are conducted in these areas. An aerial photograph of the Kashiwa-no-ha area and digital signage are permanently installed in this area to communicate what the city looks like today as well as the various community building activities implemented in the area. The space is open to the public for meetings or reading library material at all times, other than when occupied by UDCK staff.

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[am10:00-pm5:00 Saturdays (November to February)]
Close: Sunday, Holiday, Year-end and New Year holidays
Admission free