

## Chapter 4 Basic objectives of city development

To realize the vision for an ideal city, it is necessary for us to share specific objectives and make concerted efforts to address issues toward the objectives. To this end, we have divided city development into seven fields and have set basic objectives for each of the fields. To clearly indicate the direction future city development should take, we have set a future vision for the city for each basic objective and have specified what should be done by city residents, companies and other entities in order to achieve them.

For the implementation of city development, it is important for various entities including city residents, companies and the government to participate and take responsibility for promoting this initiative.

Seven fields	Key perspective	24 basic objectives
Local communities	Mutual support and networking in local communities	<ol style="list-style-type: none"> <li>1 A city where people in various fields are connected to each other through coexistence and interaction</li> <li>2 A city where people in various fields participate in local development activities</li> <li>3 A city where various local issues can be solved</li> </ol>
Economy	Economic development supporting life and employment	<ol style="list-style-type: none"> <li>4 A city whose economy is led by industries capitalizing on the city's strengths</li> <li>5 A city where industrial advances are achieved through various collaborations</li> <li>6 A city where stable employment is secured for residents</li> <li>7 A city whose strengths are capitalized on to connect it with other parts of the world</li> <li>8 A city where industries supporting local communities are valued</li> </ol>
Children and youth	Healthy development of children and youth who are the future of the city	<ol style="list-style-type: none"> <li>9 A city where people can give birth to and raise children without anxiety</li> <li>10 A city that supports the development and independence of children who are the future of the city</li> <li>11 A city where young people can be independent and play an active role in society</li> </ol>
Safety and security	Development of a safe people-friendly city	<ol style="list-style-type: none"> <li>12 A city where everyone can live a healthy life without anxiety</li> <li>13 A city where local communities are well prepared for and resistant to disasters</li> <li>14 A city where everyone can enjoy living in a safe environment</li> </ol>
Environment	Sustainable city development that can be passed on to the next generation	<ol style="list-style-type: none"> <li>15 A city where people coexist with a rich natural environment</li> <li>16 A city where resources and energy are effectively used</li> <li>17 A city where residents learn about and act for the environment</li> </ol>
Culture	Fostering creativity through culture, art and sports	<ol style="list-style-type: none"> <li>18 A vibrant city developed through creative efforts</li> <li>19 A city bustling with excitement brought about by culture, art and sports</li> <li>20 A city where each resident has an awareness of and promotes the city's attractive features</li> </ol>
Urban space	Compact city development to enhance the city's attractive features and vitality	<ol style="list-style-type: none"> <li>21 A compact city centered on public transportation</li> <li>22 A city center full of attractions and vitality as the face of Sapporo</li> <li>23 A city where greenery is fully utilized to increase urban value</li> <li>24 A city where urban infrastructure is appropriately maintained and conserved</li> </ol>

### Current status and issues

Local<sup>4)</sup> issues have become complicated and diversified due to changes in people's awareness and lifestyle, and it is now difficult to solve them through previous approaches alone.

In the future, residents' mutual support and aid are expected to play an important role in solving local issues. Accordingly, it is necessary to strengthen local networks and revitalize local community groups such as neighborhood associations.

Social contribution activities by volunteers, NPOs and companies have also spread, and local issues are expected to be solved as a result of collaboration between the people responsible for these activities.

### Key perspective in light of the current status and issues

#### Mutual support and networking in local communities

For the realization of mutual support in local communities, it is important for local residents to accept each other regardless of generation, gender, nationality, cultural differences and disability, and deepen connections through social participation and interaction. In addition, individual residents, neighborhood associations, NPOs and companies need to consider local issues as their own problems, act voluntarily and build a network through mutual collaboration.

Through these efforts, it is possible to improve the ability of local communities to solve various issues and develop a city where residents support each other.

### Setting of basic objectives

#### Basic objectives

- 1 A city where people are connected to each other through coexistence and interaction
- 2 A city where people in various fields participate in local development activities
- 3 A city where various local issues can be solved

<sup>4)</sup> **Local:** an immediate living area that is smaller than an administrative district

## Basic objective

# 1 A city where people are connected to each other through coexistence and interaction

### Future vision for the city

- ▶ In each neighborhood in the city, everyone lives independently through mutual support, fulfills his/her potential and actively participates in society.
- ▶ There are cross-community, multi-layered diverse networks for city development.
- ▶ The city has a gender-equal society where men and women respect each other and share social responsibilities.
- ▶ People have a heightened awareness of multicultural symbiosis<sup>5)</sup>, accept each other and live together regardless of differences in nationality and culture.
- ▶ There are many places nearby for children as well as adults to meet and communicate, revitalizing local communities.

### Our efforts

#### Residents

Active participation in social interaction among locals and mutual support activities

#### Neighborhood associations, NPOs, companies and other groups

Creation of places for residents

#### Government

Promotion of multigenerational interaction and other initiatives and others

## Basic objective

# 2 A city where people in various fields participate in local development activities

### Future vision for the city

- ▶ All residents from children to senior citizens use various learning opportunities, take advantage of their abilities and experiences, and voluntarily participate in local development activities.
- ▶ More people join their neighborhood associations, which serve as the center of local development, making local communities more active.
- ▶ Neighborhood associations, NPOs, local shopping districts, companies and various other entities are engaged in local development activities.

### Our efforts

#### Residents

Active participation in neighborhood associations and other local development activities

#### Neighborhood associations, NPOs and other groups

Promotion of local development activities

#### Companies

Active participation in local development efforts through social contribution activities

#### Government

Creation of an environment where various entities can get involved in local development activities and others

## Basic objective

# 3 A city where various local issues can be solved

### Future vision for the city

- ▶ Complex and diverse local issues are solved through administrative support and voluntary activities by residents, local community groups, companies and other bodies.
- ▶ Various entities are actively involved in local development activities through mutual collaboration.
- ▶ Social businesses<sup>6)</sup>, community businesses<sup>7)</sup> and the like are actively involved in efforts to solve local issues using business strategies.

### Our efforts

#### Residents

Active participation in local development activities

#### Neighborhood associations

Active collaboration with various entities toward the resolution of local issues

#### Companies, NPOs and other groups

Promotion of efforts using business strategies toward the resolution of local issues

#### Government

Correct understanding of local issues and the quick establishment of a support system by ward offices and liaison centers and others

<sup>5)</sup> **Multicultural symbiosis:** people from different countries and ethnic groups recognize each other's cultural differences and live together as members of the local community while trying to build an equal relationship

<sup>6)</sup> **Social business:** an enterprise that applies business strategies to solve diverse social issues including environmental, medical care and welfare problems

<sup>7)</sup> **Community business:** an enterprise that applies business strategies to solve local issues through the collaboration of residents, NPOs, companies and other bodies

## Current status and issues

The revitalization of industries boosts the vitality of cities, secures stable employment and supports the sustainable development of society, so it is essential for securing a safe living environment for residents.

Accordingly, there is a need to establish a robust economic infrastructure that can respond to the changes in social and economic conditions surrounding Sapporo, including a shrinking population, an aging society with fewer children and increased globalization.

## Key perspective in light of the current status and issues

## Economic development that supports life and employment

For securing economic development and stable employment, it is important to clearly identify the industrial fields that can lead Sapporo's economy and actively promote them. It is also necessary to revitalize the industry as a whole and increase Sapporo's industrial competitiveness by creating added values through the use of creativity and regional characteristics and responding to globalization. Furthermore, there is a need to develop industries that support local communities.

## Setting of basic objectives

## Basic objectives

- 4 A city whose economy is led by industries capitalizing on the city's strengths
- 5 A city where industrial advances are achieved through various collaborations
- 6 A city where stable employment is secured for residents
- 7 A city whose strengths are capitalized on to connect it with other parts of the world
- 8 A city where industries supporting local communities are valued

**Basic objective** | **4** **A city whose economy is led by industries capitalizing on the city's strengths**

**Future vision for the city**

- ▶ The city has a robust economic infrastructure with a focus on the four industrial fields of food, tourism, the environment and health/welfare.
- ▶ Manufacturing industries distinctive to Sapporo, featuring bio, IT and contents industries, have taken root in the city's economy, creating new businesses in collaboration with other industrial fields.
- ▶ Small and medium-sized enterprises are active, expanding the economic infrastructure.

**Our efforts**

<b>Residents</b>	<b>Companies, universities, research institutes and other groups</b>	<b>Government</b>
Implementation of local production and local consumption	Improvement of added value in collaboration with other industries	Focused promotion of the four industries of food, tourism, the environment and health/welfare and others

**Basic objective** | **5** **A city where industrial advances are achieved through various collaborations**

**Future vision for the city**

- ▶ A variety of innovations happen based on creative industry-academia-government collaboration.
- ▶ Cutting-edge technology-based companies entering Sapporo from outside Hokkaido raise the competitiveness of industry across Hokkaido.
- ▶ Broad-based traffic networks revitalize the flow of people and products to and from other parts of Hokkaido and elsewhere.

**Our efforts**

<b>Companies</b>	<b>Government</b>
Start of a new business or business expansion to new fields	Promotion of industry-academia-government collaboration toward the development of new technologies and products and others

**Basic objective** | **6** **A city where stable employment is secured for residents**

**Future vision for the city**

- ▶ Stable employment is secured for residents as a result of the strengthened management base of small and medium-sized enterprises.
- ▶ Everyone lives independently by utilizing their abilities to work.
- ▶ The idea of work-life balance is pervasive among residents and put into practice, revitalizing society as a whole.

**Our efforts**

<b>Residents</b>	<b>Companies</b>	<b>Government</b>
Improvement of career skills and self-development	Active employment making use of residents' abilities	Elimination of mismatches in employment and support for those starting a business and others

**Basic objective** | **7** **A city whose strengths are capitalized on to connect it with other parts of the world**

**Future vision for the city**

- ▶ The strengths of Sapporo and Hokkaido are capitalized on to attract foreign demand and acquire more money from overseas.
- ▶ Foreign companies entering Sapporo create new jobs, producing a ripple effect on local businesses.
- ▶ Along with internationally minded people actively working in companies, various exchanges and mutually beneficial cooperation with other cities overseas build bridges for new businesses.

**Our efforts**

<b>Residents</b>	<b>Companies</b>	<b>Government</b>
Hospitality to foreign visitors	Active business expansion overseas	Creating an environment better suited to hosting foreign visitors and others

**Basic objective** | **8** **A city where industries supporting local communities are valued**

**Future vision for the city**

- ▶ Local shopping districts are revitalized, creating a vibrant atmosphere in the local communities.
- ▶ Active social and community businesses serve a useful role as industries supporting local communities.

**Our efforts**

<b>Residents</b>	<b>Shopping districts, companies, NPOs and other groups</b>	<b>Government</b>
Understanding of and cooperation with local shopping districts, and use of local shops	Active collaboration with various entities toward the resolution of local issues	Promotion of social and community businesses and others

### 3 Children and youth – healthy development

#### Current status and issues

With the birth rate continuing to drop nationwide, Sapporo's total fertility rate<sup>8)</sup> remains at extremely low levels compared to the majority of large cities in Japan, raising concerns about the effect this could have on the city's vitality.

The declining birth rate is considered to be attributed in part to a growing anxiety about and burden of parenting due to the isolation of families with small children. Also contributing to a declining desire to become parents are problems children and youth can experience as they grow, such as bullying, abuse, truancy and shutting themselves away from society.

Accordingly, all of society needs to cooperate in supporting children's development, creating an environment where everyone can give birth to and raise children without anxiety and helping young people with problems to become self-reliant and participate in society.

#### Key perspective in light of the current status and issues

##### Healthy development of children and youth who are the future of the city

For the development of a city where everyone can give birth to and raise children without anxiety, it is necessary to promote support for childcare and support for child development<sup>9)</sup> in society as a whole, reduce parents' anxiety about and the burden of raising children and address various problems that can arise during a child's development.

Particularly, to raise children to be self-reliant adults based in Sapporo, it is important to provide all children with education to foster a zest for life and develop creativity, and to offer practical learning opportunities to stimulate social development.

It is also necessary to help all young people to become socially independent and voluntarily participate in local communities, and to foster the development of the youth who are the future of Sapporo.

#### Setting of basic objectives

#### Basic objectives

- 9 A city where people can give birth to and raise children without anxiety
- 10 A city that supports the development and independence of children who are the future of the city
- 11 A city where young people can be independent and play an active role in society

<sup>8)</sup> **Total fertility rate:** The sum of age-specific birth rates for women who are 15 to 49 years old, and is equivalent to the average number of children each woman has in her lifetime.

<sup>9)</sup> **Support for child development:** support for children to mature into independent adults with social skills

## Basic objective

9

## A city where people can give birth to and raise children without anxiety

### Future vision for the city

- ▶ The city has an environment where everyone can raise children without anxiety through the support of local groups, companies, NPOs and the government.
- ▶ The idea of work-life balance is pervasive in society, where both men and women can raise children while working.
- ▶ A variety of childcare services that meet diverse needs are provided. Support systems for families with elementary school children are also in place, such as an after-school care program for children<sup>10)</sup>.

### Our efforts

#### Residents

Active participation in a variety of childcare support activities

#### Neighborhood associations, NPOs and other groups

Promotion of childcare salons<sup>11)</sup> and other childcare support activities

#### Companies

Development of a work environment to provide a better work-life balance

#### Government

Improvement of consultation/support systems to prevent the isolation of families with small children and others

## Basic objective

10

## A city that supports the development and independence of children who are the future of the city

### Future vision for the city

- ▶ Children receive education to develop individuality and personality and enhance their zest for life and creativity through playing.
- ▶ Children grow to become independent adults with social skills through various hands-on activities in collaboration between their homes, communities and schools.
- ▶ The city has an environment to prevent bullying, truancy, child abuse and other problems, and to quickly and appropriately address such problems.
- ▶ Well-developed consultation/support systems allow children in need of care and assistance to receive appropriate support corresponding to their individual situation.

### Our efforts

#### Residents

Active participation in various support activities for child development

#### Neighborhood associations, NPOs and other groups

Cooperation with hands-on and other activities in local communities

#### Companies

Support for volunteer activities

#### Government

Improvement of consultation/support systems related to bullying, truancy, child abuse and the like, and the strengthening of collaboration with families, local communities and related organizations and others

## Basic objective

11

## A city where young people can be independent and play an active role in society

### Future vision for the city

- ▶ There are well-developed consultation/support systems to help all young people to become socially independent under the collaboration/cooperation of educational institutes, companies, the government and other bodies.
- ▶ Practical learning opportunities are provided for students through collaboration between local communities/companies and educational institutes including universities.
- ▶ The city has a good work environment where stable employment is secured for young people and a good support system for entrepreneurs is in place.
- ▶ Most young people voluntarily participate in various city development activities and work on pioneering challenges to make a significant contribution to the resolution of local problems and the improvement of the city's vitality.

### Our efforts

#### Residents

Participation in collaborative efforts between universities and local communities

#### Neighborhood associations, NPOs and other groups

Cooperation with hands-on activities in local communities

#### Companies

Cooperation with hands-on work experience

#### Government

Promotion of youth's participation in local communities and others

<sup>10)</sup> **After-school care program for children:** activity by children's clubs and other groups in order to help healthy development and provide guidance for children whose parents are not at home during the day

<sup>11)</sup> **Childcare salon:** a place for parents and children to casually get together, interact and exchange information

## 4 Safety and security – people-friendly city

### Current status and issues

As the number of elderly single-person and elderly-couple households increases with the rapid aging of the population, more and more city residents need support and nursing care. Consistent support at various stages of life is required to deal with complex and diverse needs. Accordingly, it is necessary to create an environment where essential services are provided, promote mutual support/aid among residents and secure a safe living environment by taking measures against crime and for traffic safety.

The Great East Japan Earthquake taught us the importance of efforts through mutual collaboration by sharing roles among residents, companies and the government at the time of a massive disaster. It is necessary for each entity to recognize its role and prepare accordingly for disasters.

### Key perspective in light of the current status and issues

#### Development of a safe people-friendly city

It is necessary to create an environment where senior citizens can live in familiar areas without anxiety by promoting health and securing everyday safety through mutual watching/support and anti-crime activities among residents in local communities. It is also important to provide integrated services that meet diverse needs, and to create a reliable medical care system.

In preparation for disasters, there is a need to create a collaborative anti-disaster society in which residents, local communities and the government recognize their own roles and voluntarily work to prepare for and respond to disasters; residents protect themselves (self-help) and help each other in local communities (mutual help), and the government leads fire-fighting operations and rescue efforts (public help).

### Setting of basic objectives

#### Basic objectives

- 12 A city where everyone can live a healthy life without anxiety
- 13 A city where regional communities are well prepared for and resistant to disasters
- 14 A city where everyone can enjoy living in a safe environment



## Basic objective

## 12 A city where everyone can live a healthy life without anxiety

### Future vision for the city

- ▶ Everyone lives without anxiety thanks to local monitoring activities and well-developed consultation/support systems.
- ▶ Residents are reassured by a strong connection between local communities and medical care that has been developed through the promotion of home medical care and family doctors<sup>12)</sup> as well as enhanced medical consultation/emergency medical systems.
- ▶ Services are provided for senior citizens and people with disabilities to live without anxiety, and housing that meets the needs of various households is stably supplied.
- ▶ Residents strive to live healthy lives, and even senior citizens can live well.
- ▶ Food safety is secured, and everyone enjoys a healthy and varied diet.

### Our efforts

#### Residents

Active participation in local welfare activities

#### Neighborhood associations, NPOs and other groups

Promotion of local welfare activities

#### Companies

Provision of health and welfare services that meet local needs

#### Government

Enhanced consultation/support systems for residents who need assistance and others

## Basic objective

## 13 A city where local communities are well prepared for and resistant to disasters

### Future vision for the city

- ▶ A well-prepared system is in place so that residents can voluntarily act when a disaster or fire occurs, increasing local fire/disaster prevention capabilities.
- ▶ The city has a higher resistance to earthquakes, and efforts are made to minimize the damage caused by natural disasters.
- ▶ Sufficient consideration is given for a smooth evacuation for residents who have difficulty in escaping alone at the time of disaster. .
- ▶ The ability to deal with a massive disaster is established through collaboration between disaster-mitigation organizations, companies, and other municipalities in Hokkaido.

### Our efforts

#### Residents

Promotion of anti-disaster measures for their houses and stockpiles at home

#### Neighborhood associations, companies and other groups

Promotion of emergency drills and other voluntary disaster mitigation activities

#### Government

Earthquake safety enhancement of public facilities, water supply and sewerage systems, roads and the like and others

## Basic objective

## 14 A city where everyone can enjoy living in a safe environment

### Future vision for the city

- ▶ Anti-crime and other measures are taken to create and protect a safe living environment for residents.
- ▶ The city has a safe traffic environment with a low number of road accidents.
- ▶ A healthy and safe environment is protected by taking appropriate measures against air and other urban pollution and providing information on them for residents.
- ▶ The introduction of barrier-free<sup>13)</sup> and universal designs<sup>14)</sup> in crowded areas allows everyone to move safely and comfortably.
- ▶ The safety of winter roads is secured by ensuring residents understand winter traffic precautions and by effectively and efficiently removing snow, allowing residents to enjoy living in a snowy environment.

### Our efforts

#### Residents

Active participation in local anti-crime activities and traffic safety campaigns

#### Neighborhood associations, companies and other groups

Promotion of regional anti-crime activities and traffic safety campaigns

#### Government

Promotion of barrier-free public facilities and the like and others

<sup>12)</sup> **Family doctor:** a doctor within the community who understands the patient's constitution, medical history and health condition, and gives health-care advice in addition to medical care

<sup>13)</sup> **Barrier-free:** removing the barriers senior citizens and people with disabilities face in their social surroundings. It means the removal of not only physical barriers in roads, buildings and transportation but also social, institutional, psychological and all other barriers

<sup>14)</sup> **Universal design:** design for products, buildings or environments that is created by reflecting the diverse needs of all people rather than special needs for senior citizens and people with disabilities

**Current status and issues**

In recent years, environmental issues have become complex and diversified as exemplified by measures against global warming and the energy policy review as a result of the accident at the Fukushima No. 1 Nuclear Power Plant. Addressing such issues requires a multifaceted approach that includes the conservation of the natural environment, an energy policy review and eco-friendly town development.

With the total amount of lush greenery, a treasure of Sapporo, decreasing, it is necessary to protect existing plants and grow new plants through collaboration/cooperation between residents, companies, local communities and the government.

**Key perspective in light of the current status and issues****Sustainable city development that can be passed on to the next generation**

To address complex and diverse environmental issues, residents, companies, local communities and the government need to work together to continue efforts for environmental conservation/creation, including green conservation/creation and waste reduction/recycling.

It is also necessary to work toward a low carbon society and a society free of nuclear power by considering energy use through research and development on renewable energy and fostering residents' awareness of energy use.

In addition, it is important for city residents to learn about environmental conservation/creation, voluntarily create an ideal environment and pass on Sapporo's rich culture and beautiful seasonally changing nature to the next generation as well as promoting Sapporo as a model sustainable city.

**Setting of basic objectives****Basic objectives**

- 15** A city where people coexist with a rich natural environment
- 16** A city where resources and energy are effectively used
- 17** A city where residents learn about and act for the environment

## Basic objective

15

## A city where people coexist with a rich natural environment

### Future vision for the city

- ▶ A verdant city is formed through the advancement of green conservation/creation in forests, farmland and parks as well as private land.
- ▶ The entire water environment is protected in terms of quality and amount, and living organisms, habitats and water-based recreation are also protected.
- ▶ Biodiversity<sup>15)</sup> is conserved through efforts to reduce loads on the global environment.

### Our efforts

#### Residents

Voluntary participation in city development activities for green conservation/creation

#### Neighborhood associations, NPOs and other groups

Implementation of city development activities for green conservation/creation, provision of related information and advice to city residents

#### Companies

Promotion of tree planting on and around their land

#### Government

Green conservation/creation on public land

and others

## Basic objective

16

## A city where resources and energy are effectively used

### Future vision for the city

- ▶ The city is a recycling society where the reduction, recycling and reuse of waste are actively implemented.
- ▶ Energy-saving technology and next-generation energy systems are further utilized thanks to the advancement of research and development in collaboration with information and telecommunication technology.
- ▶ Energy is effectively used, especially in the city center where a great amount of energy is consumed.
- ▶ An energy-saving lifestyle is established among the residents of Sapporo, where more household carbon dioxide is emitted than other parts of Japan due to its cold and snowy weather.
- ▶ Eco-friendly cars are common and actively used for public transportation, reducing energy consumption for transportation.

### Our efforts

#### Residents

Implementation of energy-saving activities in daily life

#### Neighborhood associations, NPOs and other groups

Promotion of waste reduction/recycling activities such as group recycling

#### Companies

Active introduction of energy-saving facilities and consideration for reducing loads on the environment

#### Government

Promotion of efforts for waste reduction, recycling and reuse

and others

## Basic objective

17

## A city where residents learn about and act for the environment

### Future vision for the city

- ▶ Residents, companies and other entities independently consider and act for environmental conservation/creation.
- ▶ Children become interested in a wide variety of environmental issues through interaction with nature and daily life-based learning activities, and make efforts to solve immediate environmental problems.
- ▶ Residents, companies and other entities are voluntarily engaged in sustainable city development with a commitment to protect the beautiful natural surroundings/environment of Sapporo and maintain/create beautiful scenery.

### Our efforts

#### Residents

Active participation in environmental conservation/creation activities

#### Neighborhood associations, NPOs and other groups

Promotion of residents' understanding of environmental issues through environmental conservation/creation activities

#### Companies

Implementation of environmental conservation/creation activities in active collaboration with neighborhood associations, NPOs, the government and other entities

#### Government

Improvement of environmental education by strengthening collaboration between schools and environment-related facilities

and others

<sup>15)</sup> **Biodiversity:** The condition in which diverse living creatures on Earth support each other and are connected to each other. It consists of three diversities: ecosystems, species and genes.

### Current status and issues

Amid significant changes in social and economic conditions, there is a need for efforts to capitalize on the resources of Sapporo and Hokkaido to effectively disseminate the attractive features of the city, thereby promoting the development and industries of Hokkaido as a whole and enriching life in the city.

Sapporo has in place a structure for fostering residents' creativity with a number of world-class culture, art and sport facilities, and as the host of numerous events.

Culture, art and sports inspire and stimulate people and prompt people to act toward new goals. It is necessary to connect this action to creative activities that produce new things and products.

### Key perspective in light of the current status and issues

#### Fostering creativity through culture, art and sports

Sapporo has an environment where residents can casually enjoy culture, art and sports. It is important to connect the creativity fostered through culture, art and sports to regional revitalization and industrial development, and maintain and improve the city's vitality.

It is also necessary for individual residents to be aware of and try to promote the city's attractive features, which are exemplified by a unique culture and lifestyle that have been shaped by the city's history and a climate that brings an annual snowfall of 6 m.

### Setting of basic objectives

#### Basic objectives

- 18 A vibrant city developed through creative efforts
- 19 A city bustling with excitement brought about by culture, art and sports
- 20 A city where each resident has an awareness of and promote the city's attractive features

## Basic objective

18

## A vibrant city developed through creative efforts

### Future vision for the city

- ▶ Culture, art and sports inspire and stimulate residents, and foster their sensibilities and creativity, thereby enriching their lives.
- ▶ All people from children to senior citizens, whether with or without disabilities, lead fulfilling lives by enjoying not only watching but also participating in culture, art and sport activities.
- ▶ Human exchanges formed through culture, art and sports lead to city development, revitalizing the city.

### Our efforts

#### Residents

Interpersonal exchanges through active participation in culture- and art-related activities

#### Companies

Active support/cooperation for culture, art and sport activities by residents or local communities

#### Government

Promotion of city development and interpersonal exchange using culture, art and sports  
and others

## Basic objective

19

## A city bustling with excitement brought about by culture, art and sports

### Future vision for the city

- ▶ Culture, art and sports, which attract many people, are used in tourism, international exchange and various other fields as appealing resources of Sapporo.
- ▶ Culture, art and sports combine with food, tourism and various other industrial fields to create new added values, increasing the popularity and vitality of the city.

### Our efforts

#### Residents, companies and other groups

Active utilization of culture, art and sports in individual industrial fields

#### Government

Promotion and active utilization of culture, art and sports that attract many visitors to the city  
and others

## Basic objective

20

## A city where each resident has an awareness of and promotes the city's attractive features

### Future vision for the city

- ▶ Sapporo, which is located in magnificent Hokkaido and has seasonally changing rich natural surroundings and well-developed urban functions, stimulates residents and visitors alike, thereby fostering their creativity.
- ▶ In its unique winter culture, various events and winter sports are held to make the best of the harsh, snowy climate, providing a vibrant atmosphere to the city.
- ▶ Each resident has an awareness of the attractive features of Sapporo and Hokkaido that have been created from a lifestyle unique to Sapporo, and promotes them by diverse means at home and abroad, thereby attracting various people from all over the world.

### Our efforts

#### Residents, neighborhood associations, NPOs, companies

Active promotion of a lifestyle unique to Sapporo

#### Government

Promotion of events and winter sports for residents and visitors to enjoy the snowy climate  
and others

### Current status and issues

Sapporo has systematically improved and expanded its urban area to respond to the concentration of population and industries. However, the city needs to make a major shift in the future to deal with the advent of a depopulating super-aged society and deepening global environmental problems.

Accordingly, for the formation of a future urban space, it is important to make continuous efforts to respond to residents' various needs to further improve the city's existing attractive features and vitality.

In addition, the city's aging urban infrastructure,<sup>16)</sup> which has been built to deal with the rapidly increased population, requires appropriate maintenance and conservation as well as the rearrangement of existing facilities according to changes in demographics and age composition.

### Key perspective in light of the current status and issues

#### Compact city development to enhance the city's attractive features and vitality

Compact city development centered on public transportation is needed for senior citizens and other people without cars to live safely and comfortably, and to increase the efficiency of energy necessary for city life and urban activities.

To become a city that attracts many people from home and abroad and hosts various exchange events and other activities, it is important to increase the attractive features and vitality of the city center as the face of Sapporo, create an urban space abundant with greenery, and form a good urban landscape. In addition, to continuously support city life and urban activities in a super-aged society with a shrinking population, it is necessary to systematically and efficiently maintain and conserve the city's water supply and sewerage systems and other urban infrastructure facilities<sup>17)</sup> and city-owned buildings, and to effectively and efficiently reconsider the best use of city-owned buildings, including combining their functions.

### Setting of basic objectives

#### Basic objectives

- 21 A compact city centered on public transportation
- 22 A city center full of attractions and vitality as the face of Sapporo
- 23 A city where greenery is fully utilized to increase urban value
- 24 A city where urban infrastructure is appropriately maintained and conserved

<sup>16)</sup> **Urban infrastructure:** public facilities including schools, ward offices and other buildings as well as roads, water supply and sewerage systems and parks

<sup>17)</sup> **Urban infrastructure facilities:** roads, water supply and sewerage systems and parks that are part of the urban infrastructure (but exclude buildings)

Basic objective

**21** A compact city centered on public transportation

Future vision for the city

- ▶ Diverse urban functions are integrated in the city center and around subway stations, facilitating interpersonal exchanges and creating a vibrant atmosphere.
- ▶ A convenient living space is formed around the city center and areas along subway lines, while in suburbs, residents live in an environment that provides a high quality of life.
- ▶ Residents can easily live without a car because everything necessary for everyday life is provided nearby and diverse urban functions are available by means of public transportation.
- ▶ Residents actively use public transportation, helping form a society that consumes a low amount of energy.

Our efforts

Residents	Companies	Government
Active use of public transportation	Active participation in the formulation of city development plans and related activities	Promotion of urban functions and the placement of facilities according to local characteristics and others

Basic objective

**22** A city center full of attractions and vitality as the face of Sapporo

Future vision for the city

- ▶ High-level urban functions are integrated in the city center, where people-friendly attractive spaces are created.
- ▶ Efforts are made to create culture and vitality, including the promotion of creative activities.
- ▶ Streets lined with lush greenery create a pleasant and cosmopolitan atmosphere suited to the city center.
- ▶ Pioneering eco-friendly city development is promoted through various efforts including the efficient use of energy.

Our efforts

Residents, neighborhood associations, NPOs, companies and other groups	Government
Active participation in plan formulation and activities related to urban development	Formulation/promotion of plans related to urban development and others

Basic objective

**23** A city where greenery is fully utilized to increase urban value

Future vision for the city

- ▶ The urban area has ample open spaces<sup>18)</sup> that can be used as places to enjoy greenery, relax and meet others, creating a favorable urban landscape that is popular with residents.
- ▶ In urbanization-restricted areas<sup>19)</sup>, forests, farmland and the like are conserved and used to make the most of their characteristics.

Our efforts

Residents, neighborhood associations, NPOs	Companies	Government
Implementation of and voluntary participation in city development activities for green conservation/creation	Space improvement that enhances the quality of the urban area and leads to the creation of a favorable urban landscape	Promotion of and support for space improvement that enhances the quality of the urban area and leads to the creation of a favorable urban landscape and others

Basic objective

**24** A city where urban infrastructure is appropriately maintained and conserved

Future vision for the city

- ▶ Aging urban infrastructure facilities, including water supply and sewerage systems and city-owned buildings, are systematically and efficiently maintained and conserved.
- ▶ Efforts are made to effectively and efficiently reconsider the best use of city-owned buildings, including combining their functions.

Our efforts

Companies	Government
Utilization of their facilities to provide public services that meet local needs	Promotion of the effective and efficient use of city-owned buildings through the integration/combination of city-owned buildings and collaboration with private facilities and others

<sup>18)</sup> **Open space:** a space that is not covered by buildings and other structures, such as a park, plaza, river, farmland and empty land on the premises of a building

<sup>19)</sup> **Urbanization-restricted area:** This is one of the area categories specified in the City Planning Act (Article 7), and an area where urbanization is restricted to prevent unruly urban development.