



Minami Ward Action Plan for Town Development



FY2020-FY2024

June 2020
Minami Ward Office
The City of Hiroshima

About the Minami Ward Logo



We chose a design featuring a dove taking flight (the symbol of peace) and the katakana for Minami (ミナミ) with the Hiroshima City logo in the center, representing the peace and advancement of Minami Ward together with the City of Hiroshima.

A Note About Our Cover Photo

Mazda Zoom-Zoom Stadium Hiroshima

Located in the east core of the City of Hiroshima's Elliptical Urban Center Development Plan, this stadium is one of the many great hubs of activity in Minami Ward, bringing in people from inside and outside of the prefecture throughout the year for baseball games and more. Serving as the home field for the Hiroshima Toyo Carp baseball team, it is also a symbolic facility beloved by the citizens of our city and our ward.

Facility Information

Completed on March 28, 2009 as Hiroshima Municipal Baseball Stadium; Mazda Corporation gained naming rights when the stadium opened, thus the stadium is known as Mazda Zoom-Zoom Stadium (Mazda Stadium for short).

Capacity: 33,000 people (spectator capacity)

Field Area: 12,710 m²

Compiling the Minami Ward Action Plan for Town Development

Minami Ward is blessed when it comes to the right environment to develop a better town: it is home to two major points of land and sea access (Hiroshima Station and Hiroshima Port) as well as rich natural assets such as Mt. Hijiya, Mt. Ōgonzan, Moto-Ujina, Ninoshima Island, and Kanawajima Island.



On the other hand, however, with issues such as the yearly drop in the number of citizens joining community/local associations, and how to foster the next generation of leaders, we are concerned about a decrease in local community activity.

This action plan outlines not only the direction that we must take to further progress citizen-led town development together in partnership with ward citizens, organizations, and businesses, but also initiatives to vitalize local community activity. With this plan as our guide, we shall henceforth work to improve town development in Minami Ward.

In closing, I would like to express my sincerest appreciation for the invaluable advice and ideas which were expressed in the development of this plan by all of those involved, especially the members of the Minami Ward Town Development Council.

June 2020

Urushihara Masahiro
Director General
Minami Ward Office

Table of Contents

1 Action Plan Orientation

- (1) Action Plan Orientation.....1
- (2) Timeframe.....1

2 Current Situation/Issues in Minami Ward.....3

3 The Fundamental Policies of Minami Ward Town Development.....5

Policy 1.....8

Policy 2.....10

Policy 3.....12

Policy 4.....14

4 Minami Ward Town Development Council.....16

(1) Minami Ward Town Development Council Member List.....16

(2) Minami Ward Town Development Council Sessions.....16

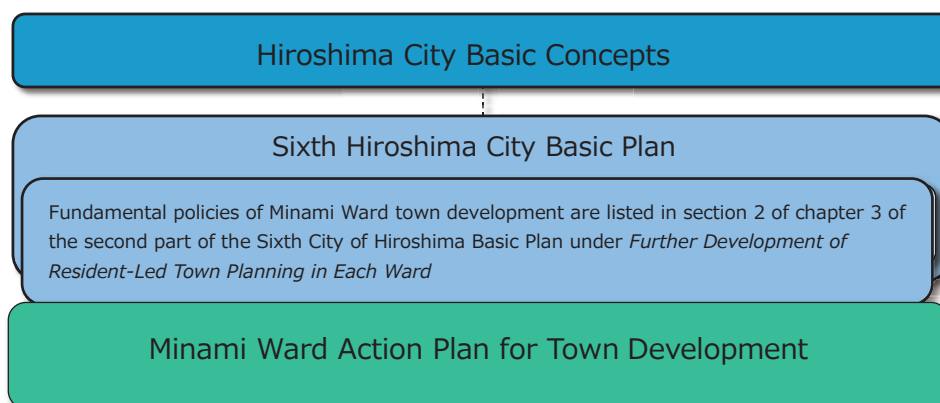
5 Message from Council Chair.....17

1 Action Plan Orientation

(1) Action Plan Orientation

The fundamental policies of Minami Ward town development are listed in section 2 of chapter 3 of the second part of the Sixth Hiroshima City Basic Plan under *Further Development of Resident-Led Town Development in Each Ward* (see pages 5-7 of this booklet).

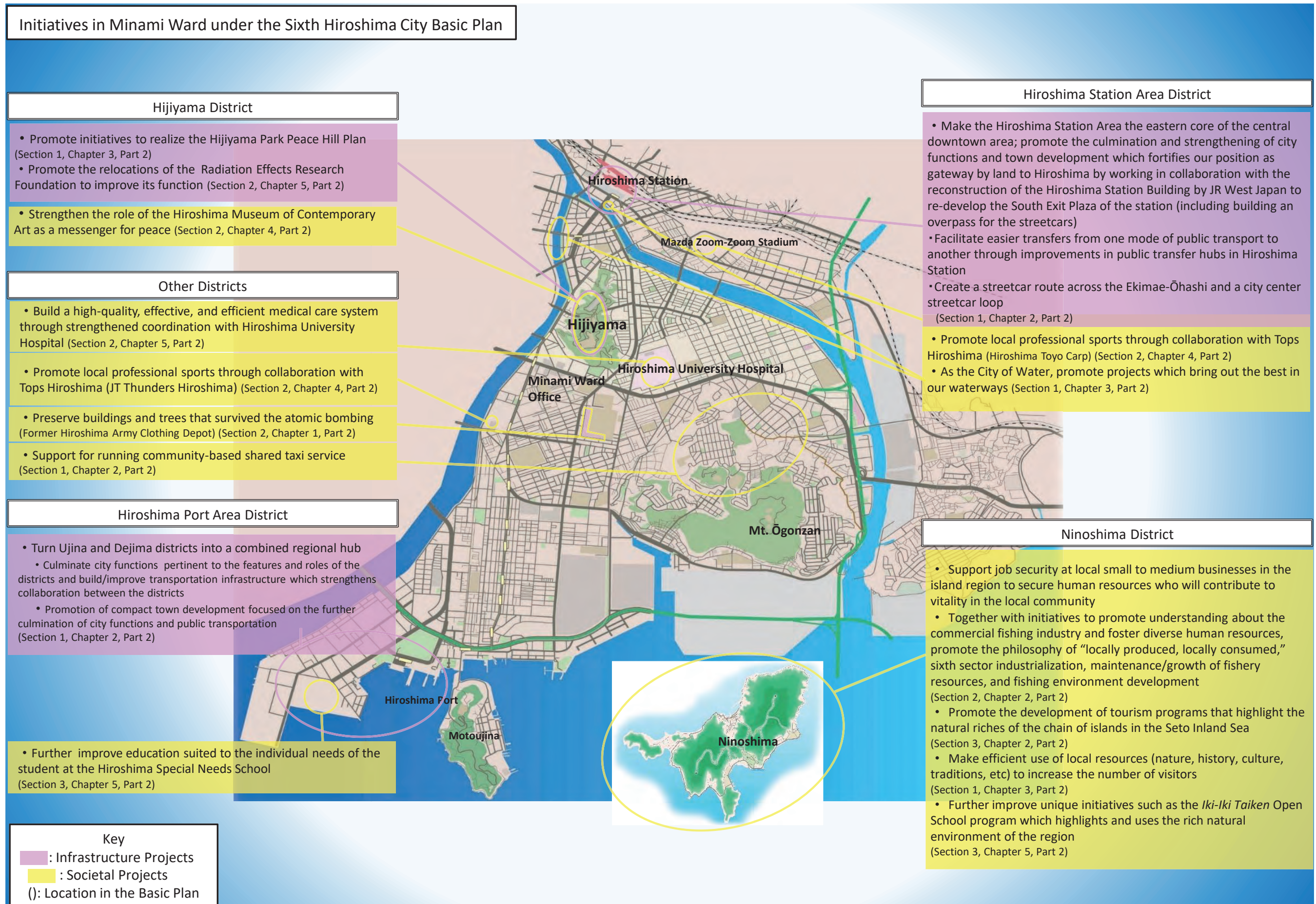
This action plan was developed as a definitive plan of action to realize the town planning goals of Minami Ward.



(2) Timeframe

The action plan shall be effective for 5 years; from FY2020-FY2024.

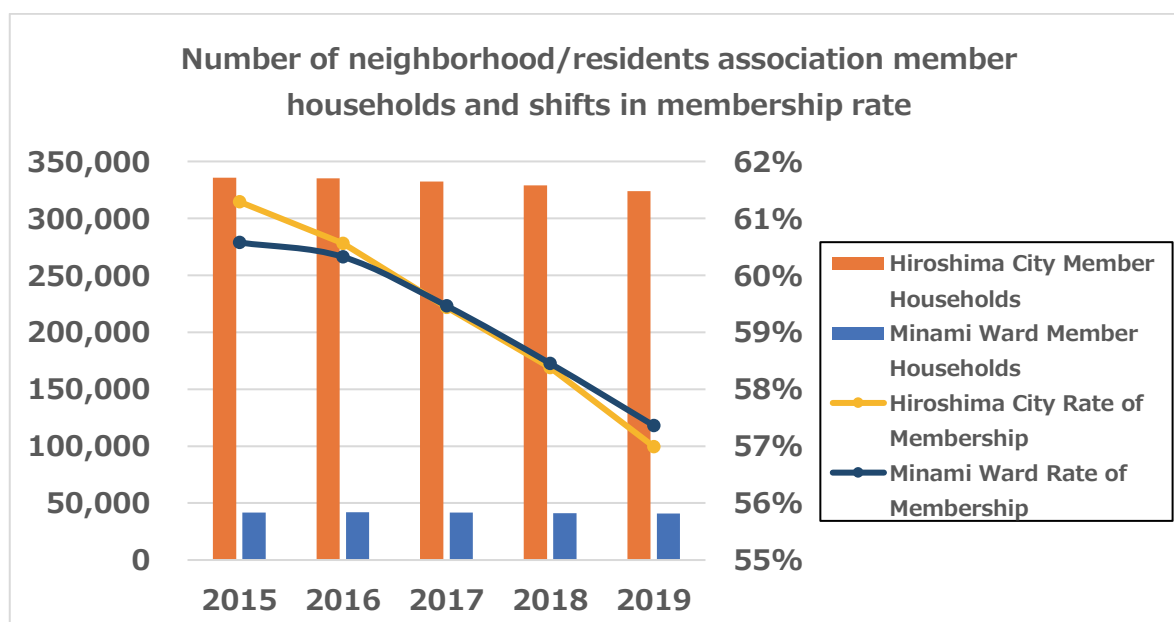




2 Current Situation/Issues in Minami Ward

- (1) Minami Ward covers the southeastern portion of the Ōta-gawa River delta (the area surrounded by the Kyobashi-gawa River and Enko-gawa River), the Hiroshima Station area along the JR Sanyo line, the Ōzu, Aosaki, and Mukainada districts, as well as islands such as Ninoshima and Kanawajima Islands. In the north is the gateway to Hiroshima City by land, Hiroshima Station; to the south, the gateway by sea, Hiroshima Port.
- ① Home to re-developed buildings which are a culmination of commerce, business, and residential functions, as well as Mazda Zoom-Zoom Stadium (home field for the Hiroshima Toyo Carp baseball team) the areas around the Hiroshima Station South Exit are working to further conglomerate and strengthen its urban functions as the vital east core of the City of Hiroshima's Elliptical Urban Center. In regards to the seaside area of the ward from the Ujina district to the Dejima district around Hiroshima Port, we are working to fulfill our role as an important hub for sea traffic and transport, as well as to increase liveliness through strengthening access methods from outside of the districts and improving the flow of people inside of the districts using port resources such as parks and green spaces.
- ② Ninoshima Island is part of Setonaikai National Park, known for its scenic views of the large and small islands which dot the Seto Inland Sea, and is home to gorgeous natural sights such as Aki-no-Kofuji, the Small Mount Fuji of Hiroshima. Long beloved by both local community residents and city residents as places of scenic natural and seasonal beauty, Hijiyama Hill, Mt. Ōgonzan, and Motoujina also offer panoramic views of the cityscape and the Seto Inland Sea. We hope to develop a beautiful neighborhood which maximizes the characteristics of the region and wonders of its rich natural environment.
- ③ In each area of the ward, you can find ancient history and culture (Niho-hime Shrine, former Japan National Railways Ujina Line, Hiroshima City Museum of Contemporary Art, etc), as well as local legends (the legend of the Kappa or Enkō, the legend of Tennoy-hime, etc).
In particular, Ninoshima is home not only to remnants from the war, but it is also where German cake *baumkuchen* was baked for the very first time in Japan, and the site of the very first international goodwill soccer game in the country. The ward also has an active sports community and is home to top professional sports team headquarters, including the Hiroshima Toyo Carp baseball team and JT Thunders volleyball team.
Utilizing these historical and cultural ties in the community, and the great sense of teamwork which has been fostered in our citizens through sports, we intend to work even harder to promote town development focused on instilling a love of community and creating better and richer lives for our citizens.

- (2) In recent years, we have seen large-scale natural disasters across Japan, such as the July 2018 Heavy Rains Disaster, which has led to renewed recognition of the importance of the ties between people in the community. However, with the changes in resident make-up (the building blocks of community) brought about by the increase in collective housing (apartments, etc) and the promotion of redevelopment in the city, we have seen yearly decreases in the number of those joining neighborhood/residents associations, as well as a decrease in community relationships. In addition, with time-honored community events and traditions in danger of dying out, two of the biggest issues we face are the need to foster next generation leaders who will support the community and to strengthen community ties. It is therefore necessary to promote safe and secure town development where residents look out for and support one another through rebuilding local communities and fostering residents who will work to support them.



Source: State of Neighborhood/Residents Associations in Hiroshima City

Compiled by the Citizens Activities Promotion Division, Citizen's Affairs Bureau, the City of Hiroshima

Category		2015	2016	2017	2018	2019
Hiroshima City	Number of registered households (a)	547,902	553,357	558,977	563,334	568,418
	Member households (b)	335,822	335,132	332,236	328,887	323,964
	Rate of membership (b)/(a)	61.3%	60.6%	59.4%	58.4%	57.0%
Minami Ward	Number of registered households (a)	69,013	69,366	69,919	70,363	70,962
	Member households (b)	41,806	41,844	41,577	41,129	40,706
	Rate of membership (b)/(a)	60.6%	60.3%	59.5%	58.5%	57.4%

*Number of households registered in the Basic Resident Registration System as of July 1 for each year.

3 The Fundamental Policies of Minami Ward Town Development

We will promote town development which makes full use of the unique characteristics of our community through providing support to resident-led and sustainable initiatives which contribute to improving the appeal and liveliness of the community, as well as solve the issues present.

Below you will find our four pillars of town development, which take into account the current situation/issues in Minami Ward, as well as the voices of the Ward Town Development Council. For each of the pillars, we will outline the primary initiatives and future projects/undertakings which will help us to achieve our goals.

Aside from the initiatives listed here, we will also support citizen-led town development activities.

We will also discuss creating a system which reflects the suggestions and proposals of the community during town development proceedings.

(1) Bringing in visitors: town development that makes full use of our position as a port of land and sea

In regards to the districts around the Hiroshima Station South Exit and Hiroshima Port: as we predict further strengthening in their functionality, we will proceed with town development which maximizes our position as the gateway to Hiroshima City by land and sea, and allows citizens, businesses, and ward office to work together in projecting the appeal of Minami Ward to draw in more visitors.



Hiroshima Station South Exit Area

(2) Safe and secure: town development to foster a community that values connections and mutual support

Proceed with safe and secure town development where members of the community look out for one another through measures such as support for citizen-led community building initiatives aimed at resolving community issues (fostering the next generation of leaders in community activities, strengthening community disaster and crime prevention, etc).



Community Event (Ujina-nishi Tondo Festival)

(3) Richer lives and community pride: town development that keeps local history alive and where culture and sports thrive

Proceed with town development which fosters community pride and enriches the lives of its residents through different local events that citizens of all walks of life (small children, the elderly, those with disabilities, etc) can participate in, such as initiatives which preserve/make use of historical/cultural assets and sports.



Mazda Zoom Zoom Stadium

(4) Scenic beauty: town development that incorporates the rich natural wonders of our mountains and islands

Together with working to create an environment where residents can interact with their rich natural surroundings and learn about their importance, proceed with town development which incorporates the natural beauty of the mountains and islands of Minami Ward and fosters an appreciation for them in the next generation. In particular, in regards to Ninoshima Island, we shall concentrate on initiatives which maximize the community resources already available to find solutions to issues such as population decline.



Ninoshima Island

Policy 1

Bringing in visitors: town development that makes full use of our position as a port of land and sea

Basic Principle

In regards to the districts around the Hiroshima Station South Exit and Hiroshima Port: as we predict further strengthening in their functionality, we will proceed with town development which maximizes our position as the gateway to Hiroshima City by land and sea, and allows citizens, businesses, and our ward office to work together in projecting the appeal of Minami Ward to draw in more visitors.

Primary Initiatives

1) Town development to foster activity in the districts around the Hiroshima Station South Exit

With the redevelopment of the Hiroshima Station South Exit area, build a new community and support the promotion of town development which fosters hospitality and activity befitting our position as the gateway to Hiroshima by land through the formation of a new community and resident-led and local business-led community activities.

- Promote Hiroshima Station area town development initiatives (area management, etc) and coordinate with these activities (Picture 1).

2) Town development which highlights the beauty of the sea and mountains in the Hiroshima Port area

Foster activity through initiatives that push the attributes of the region in cooperation with community residents and on-site businesses in the Hiroshima Port area, a major hub for transport by sea.

- The Hiroshima Minato Festa and promotion of further participation (Picture 2)
- Promote initiatives to build activity in the areas on the coast (from the Ujina district to the Dejima district around Hiroshima Port) and coordinate with these activities

Future Projects and Undertakings in the Next Five Years (Initiatives Based on the Opinions of the Council)

- 1) Community-based hospitality measures for domestic and international visitors (Picture 3)
- 2) Town development that draws in new visitors and potential residents
 - Decorative lighting, monuments, adding color to sidewalks
- 3) Build activity through professional sports teams (etc)

Photos and Examples of Initiatives

Promote Hiroshima Station area town development initiatives (area management, etc) and coordinate with these activities (Picture 1)



Hiroshima Station Area Town Development Committee Hospitality Clean-up Campaign

The Hiroshima Minato Festa and promotion of further participation (Picture 2)



Community-based hospitality measures for domestic and international visitors (Picture 3)



Ex) Hospitality efforts for cruise ships docking at the Ujina Foreign Trade Port (known as the Ichi-man Ton Berth)

Town Development Policy 2

Safe and secure: town development to foster a community that values connections and mutual support

Basic Principle

Proceed with safe and secure town development where members of the community look out for one another through measures such as support for citizen-led community building initiatives aimed at resolving community issues (fostering the next generation of leaders in community activities, strengthening community disaster and crime prevention, etc).

Primary Initiatives

1) Promote fostering community leaders

Support citizen-led community building activities to foster leaders in the community.

- Holding the Minami Ward *Waku-Waku* Flower Salon
- Make effective use of the former Japan National Railways Ujina Line (national land) (Picture 4)
- Promote community-led town development projects for flowers and greenery (Picture 5)

2) Promote safe and secure town development

Support citizen-led disaster prevention groups and crime prevention groups to strengthen community disaster and crime prevention.

- Promote disaster prevention town development projects (Picture 6)
- Promote the Reduce Crime Project

3) Promote traffic safety measures

As the number of traffic accidents involving bicycles is higher than other wards, raise traffic safety awareness in coordination with high schools within the ward and police (etc).

- Convene the Minami Ward High School Bicycle Accident Prevention Measures Committee Meeting
- Organize street campaigns for traffic safety (Picture 7)

4) Town development to foster visitors and activity in the districts around the Hiroshima Station South Exit (see page 8)

- Promote Hiroshima Station area town development initiatives (area management, etc) and coordinate with these activities

Future Projects and Undertakings in the Next Five Years (Initiatives Based on the Opinions of the Council)

- 1) Create a system to encourage participation in community activities by the younger generation as future community leaders
- 2) Create a system that gathers the opinions of different generations and people of different backgrounds
- 3) Determine community assets and create bases for community activity in areas which have the potential to serve as community activity bases for residents of all generations
- 4) Share information and invigorate community activity in neighborhood associations (etc) through social media and other new means of communication
 - Neighborhood Project Message Board (post examples of successful solutions to town development issues for other districts in Minami Ward).

- 5) Build a network where those involved in community development can discuss town development issues face-to-face
 - Create face-to-face relationships in the community through encouraging casual dialogue
- 6) Build a system to check in on residents who need assistance in the community using IoT (*1)

*1 Internet of Things: system in which things (household electronics, smartphones, etc) are to one another via the internet.

Photos of Initiatives

Make effective use of the former Japan National Railways Ujina Line (national land) (Picture 4)



Planting a vegetable garden

Promote community-led town development projects for flowers and greenery (Picture 5)



Promote disaster prevention town development projects (Picture 6)



Disaster prevention drills

Organize street campaigns for traffic safety (Picture 7)



Town Development Policy 3

Richer lives and community pride: town development that keeps local history alive and where culture and sports thrive

Basic Principle

Proceed with town development which fosters community pride and enriches the lives of its residents through different local events that citizens of all walks of life (small children, the elderly, those with disabilities, etc) can participate in, such as sporting activities, and initiatives which preserve/make use of historical/cultural assets.

Primary Initiatives

1) Create area appeal by discovering community assets

Together with discovering natural and historical assets buried in the community and putting out information to create area appeal, support activities which seek to create new and attractive community assets.

- Support the Ninoshima Firefly Association (see page 14)

2) Build community pride through the use and transmission of community assets

In addition to promoting a wide range of resident and local business participation in events (etc) which make effective use of community assets and characteristics, convey the appeal of Minami Ward to those from inside and outside of the ward through the creation of printed publications and other means.

- Organize ward resident fan days by the Minami Ward Top Sports Fan Squad (Hiroshima Toyo Carp baseball team/JT Thunders volleyball team) (Picture 8)
- Participation in the Minami Ward Residents Sports Competition and the Hiroshima City Sports and Recreation Festival
- Organize the Minami Ward Sweets Fair (Picture 9)
- Organize the Minami Ward Community Exploration Event
- Organize a Treasure Hunt Bicycle Touring Event
- Protect and utilize natural assets in Motoujina (Picture 10)
- Update the Minami Ward Walking Guide Map
- Screen Minami Ward video contents
- Strengthen efforts to advertise Ninoshima Island (see page 14)

Future Projects and Undertakings in the Next Five Years (Initiatives Based on the Opinions of the Council)

- 1) Promote interaction between residents of all walks of life (from children to the elderly to those with disabilities) through sports and culture
- 2) Promote the spread of new sports and participation in new sports (Picture 11)
- 3) Create an environment which makes it easy for I-turn resident candidates to adjust to their new life
- 4) Promote exchanges between communities through traditional events held in each community
 - Strengthen the transmission of community information through a variety of sources (maps, fliers, CATV, radio, etc) according to the needs of the initiatives listed above

Photos and Examples of Initiatives

Organize ward resident fan days by the Minami Ward Top Sports Fan Squad (Hiroshima Toyo Carp baseball team/JT Thunders volleyball team) (Picture 8)



Organize the Minami Ward Sweets Fair (Picture 9)



Protect and utilize natural assets in Motoujina (Picture 10)



Nature Observation Walk

Promote the spread of new sports and participation in new sports (Picture 11)



Ex) *Fura-Bāru* Volleyball

Town Development Policy 4

Scenic beauty: town development that incorporates the rich natural wonders of our mountains and islands

Basic Principle

Together with working to create an environment where residents can interact with their rich natural surroundings and learn about their importance, proceed with town development which incorporates the natural beauty of the mountains and islands of Minami Ward and fosters an appreciation for them in the next generation. In particular, in regards to Ninoshima Island, we shall concentrate on initiatives which maximize the community resources already available to find solutions to issues such as population decline.

Primary Initiatives

1) Town development which utilizes the points of appeal of Ninoshima Island

Ninoshima Island is full of hidden potential when it comes to tourism resources. Together with supporting island resident-led efforts to convey various points of appeal, we will proceed with projects to maximize these points in coordination with Community Revitalization Cooperators, facilities on the island, local businesses, etc.

- Strengthen efforts to convey the points of appeal of Ninoshima (Picture 12)
- Support the Ninoshima Firefly Association (Picture 13)
- Support for island resident-led community vitalization initiatives (Picture 14)
- Coordinate with the Hiroshima City Ninoshima Seaside Children's Nature Center

2) Build community pride through the use and transmission of community assets (see page 12)

- Organize the Minami Ward Sweets Fair
- Organize the Minami Ward Community Exploration Event
- Organize a Treasure Hunt Bicycle Touring Event
- Protect and utilize natural assets in Motoujina
- Update the Minami Ward Walking Guide Map

3) Re-develop the summit area of Mt. Ōgonzan to create new points of appeal and activity (Picture 15)

Future Projects and Undertakings in the Next Five Years (Initiatives Based on the Opinions of the Council)

Develop an environment where visitors can relax and recharge while surrounded by natural beauty

Photos of Initiatives

Strengthen efforts to convey the points of appeal of Ninoshima (Picture 12)



Baumkuchen-making

Support the Ninoshima Firefly Association (Picture 13)



Creating a biotope

Support for island resident-led community vitalization initiatives (Picture 14)



Support for island residents running stalls at the Hiroshima Minato Festa

Re-develop the summit area of Mt. Ōgonzan to create new points of appeal and activity (Picture 15)



Development of North Observation Deck

4 Minami Ward Town Development Council

(1) Minami Ward Town Development Council Member List

(In no particular order, suffixes have been dropped)

Category	Name	Affiliation
Council Chair	Matsuda Tomohito	Former Professor, Graduate School of Social Sciences, Hiroshima University Director of the Hiroshima Municipal Ebayama Museum of Meteorology
Vice Chair	Tamaru Naomi	Professor, Department of Child Education, Faculty of Children's Education, Hiroshima Cosmopolitan University
Council Member	Akita Shōyō	Chair, Dambara Neighborhood Association Liaison Council
	Okimoto Keiko	Chair, Minami Ward Sports Promotion Council
	Ochi Masanori	Chair, Minami Ward Voluntary Disaster Prevention Association
	Kado Takaoki	Chair, Motoujina District Social Welfare Council
	Katō Takeo	Chair, Kusuna School District Social Welfare Council
	Jinde Yasuko	Representative, Ōko Childcare Space <i>Piyo-Piyo</i>
	Sumida Yōko	Vice-Leader, Hiroshima Minami Traffic Safety Campaign Promotion Corps
	Takahashi Naotsugu	Chair, Minami Ward Youth Development Liaison Council
	Hiura Akihiro	Chair, Minami Ward Association, School District Physical Education Organization
	Hiraoka Kayoko	Chair, Minami Ward Women's Association for Rehabilitation
	Maruyama Yoshikazu	Chair, Minami Ward Parent Teacher Association
	Mukae Kiyoshi	Chair, Minami Ward Social Welfare Council
	Yamaguchi Atsushi	Vice Chair, Hijiyama School District Social Welfare Council

Note: the positions of the council members are current as of March 2020.

(2) Minami Ward Town Development Council Sessions

Session Number	Date	Discussion Topics
1	February 15, 2019	<ul style="list-style-type: none"> Deciding Council Chair/Vice-Council Chair Regarding deliberations by the Hiroshima General Planning Council Regarding the Minami Ward Town Development Council
2	June 27, 2019	<ul style="list-style-type: none"> Draft of the Fundamental Policies of Minami Ward Town Development
3	December 19, 2019	<ul style="list-style-type: none"> Draft of the Minami Ward Action Plan for Town Development
4	March 2020 ^{*3}	<ul style="list-style-type: none"> General coordination

^{*3} Note: In lieu of the Fourth Meeting, we sought opinions from each committee member separately and in writing in order to prevent the spread of COVID-19.

From a Micro-Perspective: Town Development by Each and Every Ward Resident

The phrase “town development” used to only apply to the development of urban areas; however, it is now used to describe the residents living their lives in cities/towns as the main players on the stage of community. In this sense, town development includes both daily life and economic activity, making businesses major players as well. The stage changes with the passage of time, and these changes are up to the municipal government, businesses, and residents.

Our residents implement town development by living healthy and cultured lives; lives in which they both need and love their community with pride as they go about their daily lives. It continues not just with residing in the community, but in engaging in friendly greetings and conversation, keeping their community clean, tending to the flowers that grow there, helping one another, playing sports and music, and festivals. All of these things are for the good of the community, and for the good of the individual. This is what I mean by town development from the micro-perspective: each of the actions of the residents effect the other, and when combined, they lead to the creation of community value and community climate.

At this Council Session, we listened to all of the many ideas of our council members and put them into our Town Development Pillars and Action Plan. This process is the root of citizen-led town development, and I think that it’s incredible we were able to use it, even if only in part. I would like to express my deepest gratitude not only to the members of council, but to the office of council.

While during the course of the action plan timeframe (FY2020-FY2024), we expect to see many changes to the stage, such as the renewal of the buildings in the Hiroshima Station South Exit area and the progress made in the streetcar line route changes. Our biggest challenges lie in issues such as deepening ties within the local communities, ensuring safety and security in everyday life, and making effective use of the attractive assets of Ninoshima Island.

As for what can be expected from Minami Ward town development in the Reiwa Era, we first and foremost believe that fostering and making effective use of human resources is key, because town development is human development.

As we can see from history, community climate is created from the fusion of outsiders and local

insiders. Whether certain aspects of town development will be led by outsiders or local insiders will depend on the project; however, with participation from the baby boomers to the university students of Minami Ward, and those who have a genuine interest in making our town better (whether they’re from Minami Ward or not), let us work together for a better town while creating new community businesses.

I believe that the following are five of the most important objectives in the new year which we should focus on in our town development initiatives: (1) creating a disaster-ready community that extends beyond protecting personal information, (2) expand area management that functions like a corporate neighborhood association, (3) develop an autonomy promotion district system (which transfers power to the community), (4) development through cooperative community management projects which make effective use of community assets, (5) global warming measures at the citizen level.

A rich tapestry of history and culture, residential life and industry already exists in our community with room for new aspects as they appear. In order for our town to thrive as a place residents can call home, it is important that we observe the stage, and that we, as the main players, get together to discuss what kind of script we’d like to write as we become more actively involved in town development. While making use of the assets of our community, and while at times making bold decisions in the interest of safety and security, let us foster a town that we can be proud of together.

June 2020

Matsuda Tomohito

Minami Ward Town Development Council Chair



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