

HAPPY  
HEALTHY





# Analyses

The Workshop gathered data concerning Hirado's spatial features and their historical background. Also the city's current socio-economic position was studied. Besides the city was mapped for its historical identity, state of repair and current use. Finally a SWOT-analyses was executed.

## Spatial

Hirado's spatial features are determined by its geographical location, sandwiched between the Hirado bay and the slopes of the Tsurugamine hill on the North-Western side and the Kameoka Castle hill on the South-Eastern side.



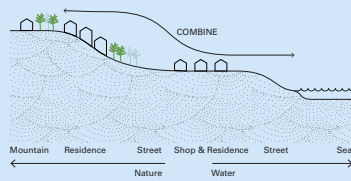
Aerial view

Hirado's main infrastructure consists of two linear roads following the shape of the bay. Nowadays, the main traffic flow is directed along the waterfront. The main shopping street has become a secondary road. In the reclaimed Southern part of the city the secondary roads are constructed in a grid pattern.



Street related to water and hill

The Waterfront has an open character with wide views. Furthermore, the quays along the bay -containing many parking lots - have an open character. The built-up area along the main street has an urban character, determined by closed building lines of two- to three-story structures. The Southern part of town has a looser urban setting. The slopes are the least built-up areas of Hirado and bear a tranquil and green character.



Mountain Residence Street Shop & Residence Street Sea

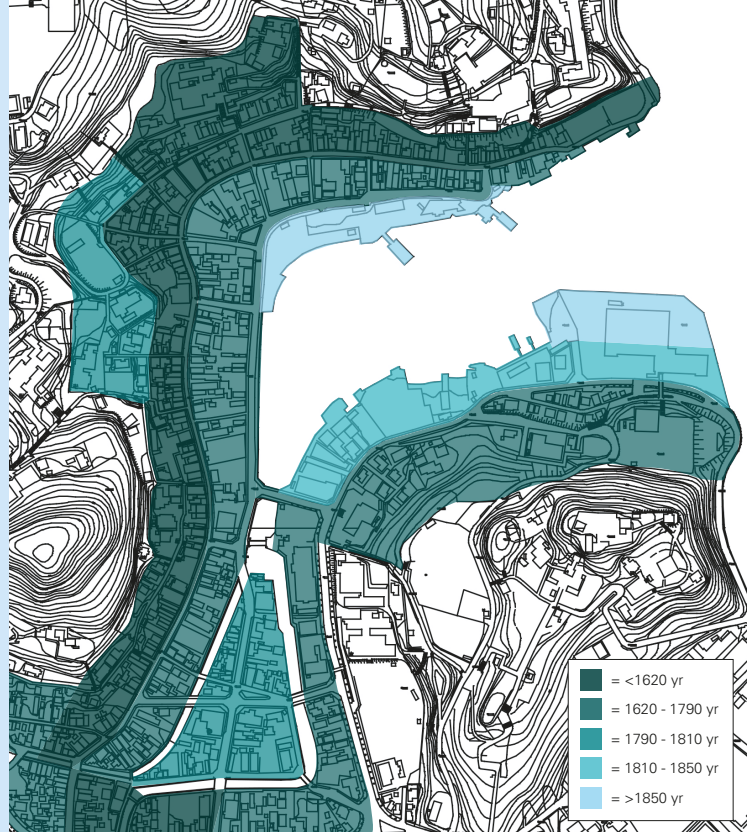
The architectural features of Hirado are determined by traditional Japanese design. This is best presented by the structures along the main street, built on long stretched lots as combined shop-houses. These elegant timber framed structures have white-washed plaster infill.



Mountain view



Water view



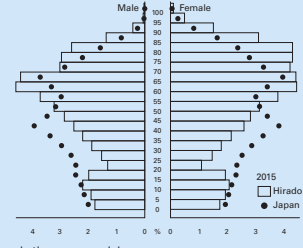
Historical development map

## Historical

The main features of Hirado's current townscape are already visible on the first known map of the place, dating back to 1621. It shows the two rows of houses forming today's main street. The map also shows the Hirado Castle as erected by the Matsura family between 1599 and 1613, later demolished.

Although Hirado may originally have been established as a fishing village, it became known as a trading place already in the Nara Period (AD 710 to 794). It was the main port with the Shogun's permission for trading, before the isolation period began in the 1630s. It attracted traders from all over the world. In 1640 however, the Shogun ordered that all Dutch buildings must be destroyed. Dutch VOC since then settled on Dejima. Other European traders were also expelled from Hirado. Due to the anti-Christian policies, Takanobu (lord of Hirado) built many temples and shrines to avoid suspicions of him favouring Christianity.

Although Hirado lost its position as a favoured place for foreign trade, the city kept expanding through time. Due to lack of building space along the waterfront, land was reclaimed from Hirado's bay in successive stages to fulfil the needs of a growing population.



Population pyramid

## Socio-Economic

Currently Hirado is no longer expanding, but on the contrary, it is shrinking and dealing with a growing vacancy of real estate. This is the result of a declining and aging population.

Today the island of Hirado contains some 18,000 people of which approximately 8,000 live in the city bearing the same name. Hirado's population pyramid shows an even sharper decline than the Japanese average. This is not so much the result of birth rate but rather of migration. Young people leave Hirado for the big cities where job opportunities are better and facilities more extensive.

The main means of existence in Hirado are in tourism, agriculture and fishery. Tourism is largely depending on Japanese visitors and in a lesser extent on foreign East Asians, traveling to the agreeable sub-tropical climate of the southern islands. The famous Hirado cattle is being breed all over the hilly island. Fishery obviously is conducted on the vast seas surrounding the island. Being the centre of administration, the city offers additional economic activities in the service sector. For the same reason trade -whole sale as well as retail- is relatively well presented in the city of Hirado. Nevertheless these economic sectors also suffer from decline.

# Potentials

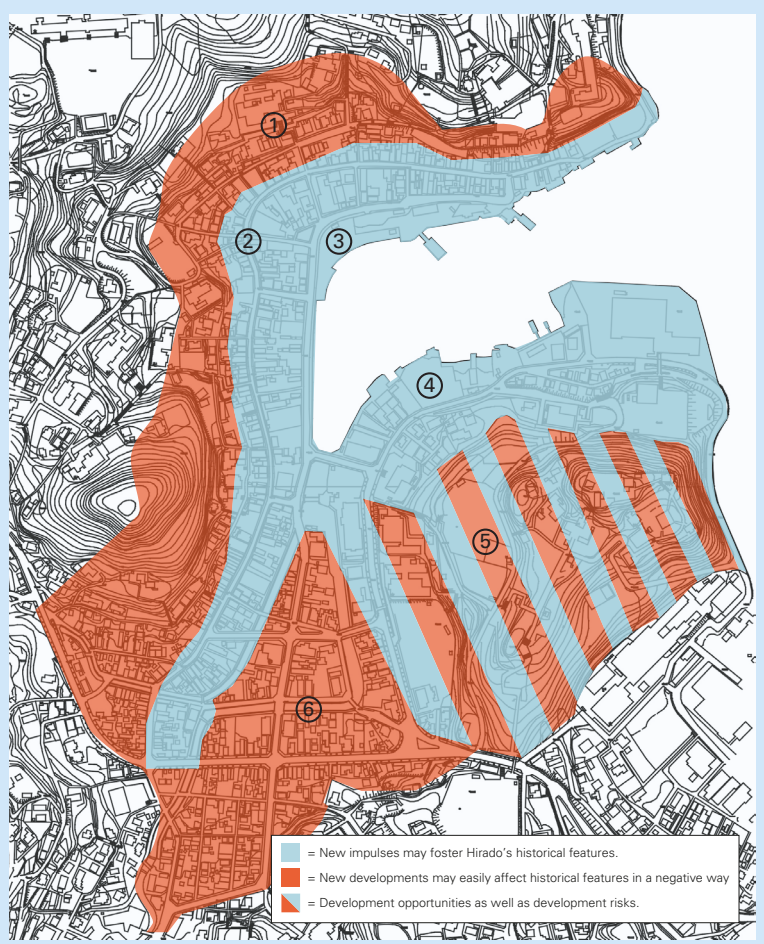
Based on the gathered data the Workshop determined the development potentials of Hirado's historical features. They serve as a policy advise for the planning authority. The Workshop also calculated the restoration need. Since this is only of use after defining a spatial policy, the restoration need is not presented in this leaflet.

## Opportunities & Risks Map

Main development opportunities for Hirado lay in its natural assets and historical features. When exploited in a sustainable way they will help to keep Hirado an attractive place for living, working and passing leisure time.

Main development threats on the other hand are a declining and aging population, and the related diminishing public services. Besides, Hirado is remotely located and job opportunities are decreasing. Meanwhile the cityscape is easily disturbed by uncontrolled developments and expanding parking lots.

The friendly people as well as the well-known local foods contribute to Hirado's attractiveness for tourists. The availability of relatively cheap real estate may help attract young newcomers.



## Green Belt ①

The slopes rising behind the main street are a place of tranquillity and contemplation. Its features are determined by residential use and by the presence, uphill, of religious complexes and shrines.

The precinct should be considered the tranquil pendant of the dynamic Waterfront. It is a fragile area, easily affected in a negative way by new developments. Maintaining its features is important for the attractiveness of Hirado as residential city.



Green belt

## Tsukijicho, Shinmachi ⑥ and Shokunincho

The Southernmost city quarter is a quiet residential area. Its urban structure is determined by the grid patterned streetscape and two canalized river beds running through the area.

Its spatial qualities are not of high standing. Yet, new developments may easily affect the tranquillity in a negative way and should be restricted to upgrading. Refurbishment of the river beds for example will improve living conditions.



Tsukijicho

## Main Street ②

The main shopping street, being the most central part of the city, is historically considered Hirado's backbone. It is therefore the place for exchange of goods and services and the place for social intercourse, especially serving local residents.

The vacant properties in the main street offer opportunities for new commercial activities by possible young newcomers, supporting local needs. Vacant plots and dilapidated properties offer opportunities for new design solutions, fostering expression of current culture.

The proposed ReDesign strategy intends to attract new business models, using the vacant and relatively affordable real estate. We see opportunities for mixed models of multiple businesses in one building. A coffee shop is also a bookshop and contains a yoga venue upstairs. This combination will diminish the risk for the entrepreneurs while it will increase the early stage success rate of small businesses. For smaller vacant buildings the local businesses can be stimulated to make combinations. For the larger empty buildings incentives would be required to tempt entrepreneurs to invest.

Hirado could be developed as counter mall of Fukuoka. The two cities have complementary strengths. Branding Hirado as a comfortable and safe place, where life is a bit slower and healthier for body and mind may attract young people from Fukuoka to move to Hirado. Start-ups could plan teambuilding trips to Hirado. Established, larger companies might even consider a side-office in Hirado for their innovation department. By mixing people and providing them an inspirational environment Hirado can be of added value to Fukuoka. This way Hirado may become an interesting place to invest for people from Fukuoka.



Proposal for expanding the boardwalk



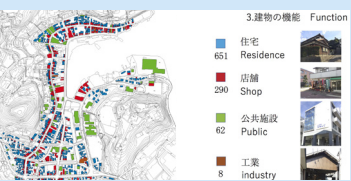
From parking lot to multifunctional plaza



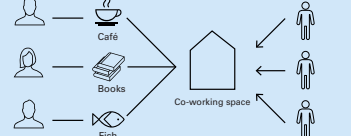
More bikes, less cars

# ReDesign

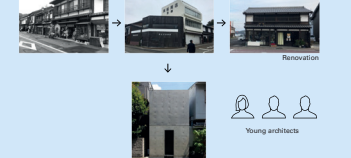
The opportunities and risk map shows three precincts bearing development potentials. The Workshop proposed specific ReDesign strategies for each area. New impulses in these precincts may offer future perspective to Hirado's historical features and besides may add new quality to the spatial surrounding.



Function mapping



Multiple purpose reuse



Combining old and new architecture



New design can add quality

## Waterfront ③ ④

Hirado's Waterfront should be considered the city's entrance. Whether travelling by boat, car or bus, this is the place where visitors have their first encounter with the soul of the city.

The Northern side of the Waterfront therefore could be further developed as transportation hub, where people change from car to bus, boat and bicycles, or vice-versa. Thus this is also a precinct for meeting and getting acquainted. The Southern part of the Waterfront for the same reason also is a precinct for meeting, be it of a different nature: it offers development opportunities for recreation, happenings and festivals. On the Southern part of the Bay an outdoor events area is proposed. The existing dock can be used as an improvised Beach. During summer months this provides an attractive outdoor area for young people and families to experience the waterfront.

The proposed ReDesign strategy intends to connect the historical core of Hirado to the waterfront. We propose to extend the boardwalk alongside the entire Bay. This boardwalk will establish a high quality corridor where residents as well as tourists can experience the quality of the waterfront.

By diminishing the number of parking lots, we create opportunity for improving the waterfront quality through new developments. The Market Hall offers opportunities for multiple functions. This open air canopy could serve as a fish market in the morning, as art venue in the weekend and for small festivals during the summer season. Therewith it may give a boost to Hirado's historical core.

## Castle Hill ⑤

The fortified hill with reconstructed castle is a place of leisure. A hillside to stroll around peacefully, to enjoy nature and to marvel over splendid views.

It should be considered a precinct with development opportunities as well as risks. New impulses in tourist and leisure activities can use the spatial qualities. Meanwhile, these new impulses may strengthen the current features. On the other hand new constructions on the slopes of Castle hill may easily affect the views in a negative way.

The proposed ReDesign strategy intends to upgrade the museum with additional programme to utilize the potential of Castle hill to the fullest. After the experiment of Castle Stay! It has become clear that the castle is an attractive place for visitors to spend the night. Making the castle into a small scale boutique hotel, will make it a unique asset for the promotion of Hirado. Alongside the reuse of the empty buildings as hotel rooms, we propose to use the gardens for growing tea and complementing the overnight stay with a traditional tea ceremony.

The student facilities next door should be incorporated in the temporary use of the outdoor spaces of the Castle Hill. We propose to make a yearly student Art installation. This will attract local crowd and tourists to experience the castle hill from a contemporary perspective as well as a historical perspective.



Map of Hirado 1810



View from Castle Hill



Proposal for leisure developments



Castle Hill as botanical garden



Yearly art event with students



# Colophon

## Historical features

The Hirado Conservation and Development Workshop was held from 19 to 23 November 2017 on the initiative of JNACA in cooperation with the Municipality of Hirado (Cultural Division and Planning Division). The aim of the workshop was to define the development potentials of Hirado's historical features. How can the historical features contribute to the city's current needs? And, vice-versa, what new impulses can provide a base of existence and future perspective to the historical features at stake?

## Expert team

The workshop was conducted under the lead of the RCE (Jean-Paul Corten, Gábor Kozijn) and Space&Matter (Marthijn Pool) in cooperation with JNACA (Daiki Koga Nakagawa, Atsuo Arii, Yoshiyuki Kawazoe). Students from the following Universities participated in the workshop: Saga University, Saga (Kenta Okubo, Kahou Gaku, Takanori Nagayama, Masato Ikejiri, Kota Hirotsu, Taisei Hayashida); Kyushu University, Fukuoka (Esther Peralta, Wang Mengying, Yuki Shimokawa); Kitakyushu University, Kitakyushu (Ma Xuan); Tokyo University, Tokyo (Yusuke Tsunematsu); Tokyo Institute of Technology, Tokyo (Sho Tanaka).

The workshop was warmly hosted by the Hirado Kurumaza Group (Remco Vrolijk) and generously supported by the Netherlands Embassy in Japan (Ton van Zeeland, Bas Valckx).

## Dutch Trading post

In 2011, the Dutch Trading post has been reconstructed. Although opinions on its materialization may differ, it did restore the lost logic of Hirado's town plan. Today's townscapes recognizable again as trading port, a typology characteristic for VOC-settlements.



Opportunities for social interaction in main street



The Castle Hill has a tourist potential



Expert group



Reconstructed VOC-Warehouse



Wall surrounding the VOC-warehouse

