

# Dear residents and building owners

## To protect and nurture the landscape of Chiyoda City

Please refer to the goals of the city or the landscape characteristics of your target area.

### 01 Concept of Urban Design

The cityscape of Chiyoda City is one of the most important urban views not only in Tokyo but in Japan as a whole. It shows multiple districts that have been nurtured throughout its long history. Currently, we are working to develop a better landscape for the city, with the Chiyoda City Cityscape Management Plan and other related policies.

We, Chiyoda City, would appreciate you to cooperate in developing an attractive cityscape that will improve the quality of the urban scenery by considering the cityscape characteristics of the region or the district when constructing, extending, and renovating buildings or structures and when displaying outdoor advertisements.

#### (1) 5 Goals of Urban Design

- Goal 1 : To utilize the historical structure of the city inherited from Edo
- Goal 2 : To protect and utilize the waterfront and green nature inherited from the history of Edo-Tokyo
- Goal 3 : To utilize the identities of the diverse districts from the uptown and downtown areas
- Goal 4 : To provide vitality and kindness to people living in the city center
- Goal 5 : To produce a beautiful city center with style as the capital city

#### (2) The classification by three regions and the landscape of Priority Districts and Particular Viewpoint Conservation Areas

##### Topographical changes and spacious landscapes



Landscape of streets that are bustling on both sides

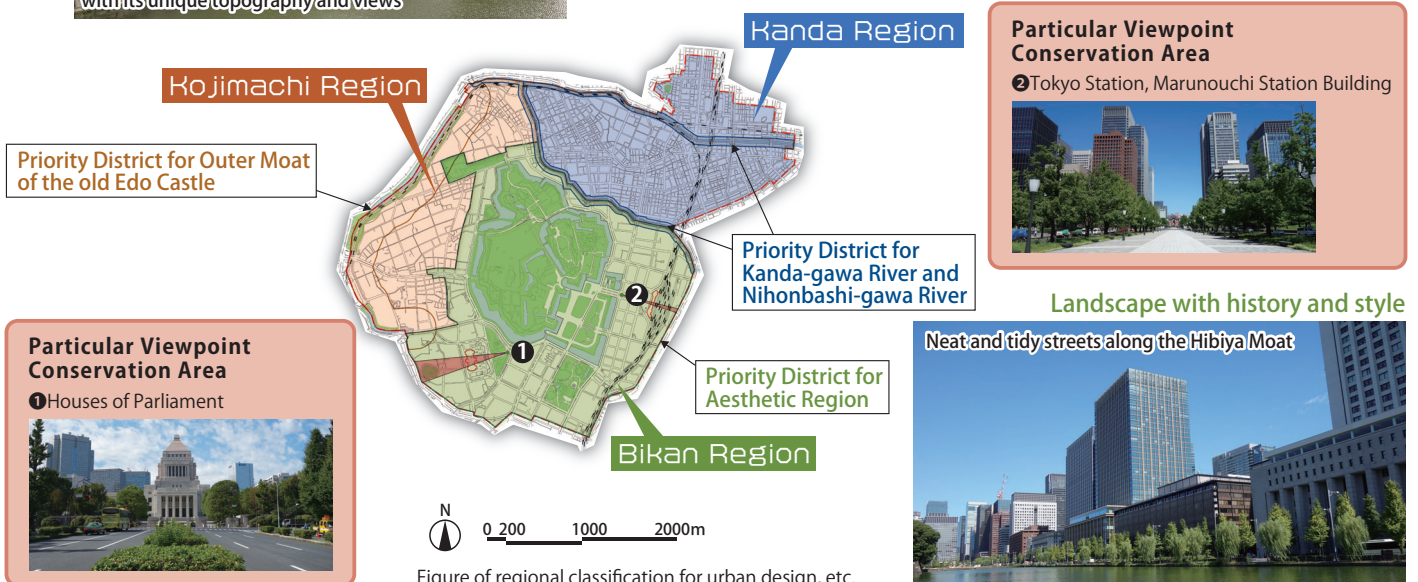
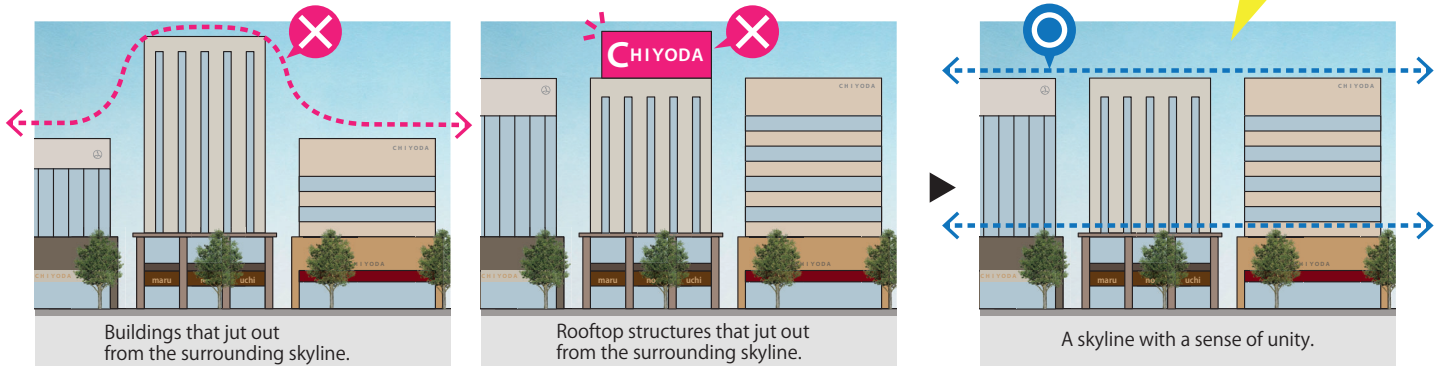


Figure of regional classification for urban design, etc.

# 02 Basic Principles for Urban Design

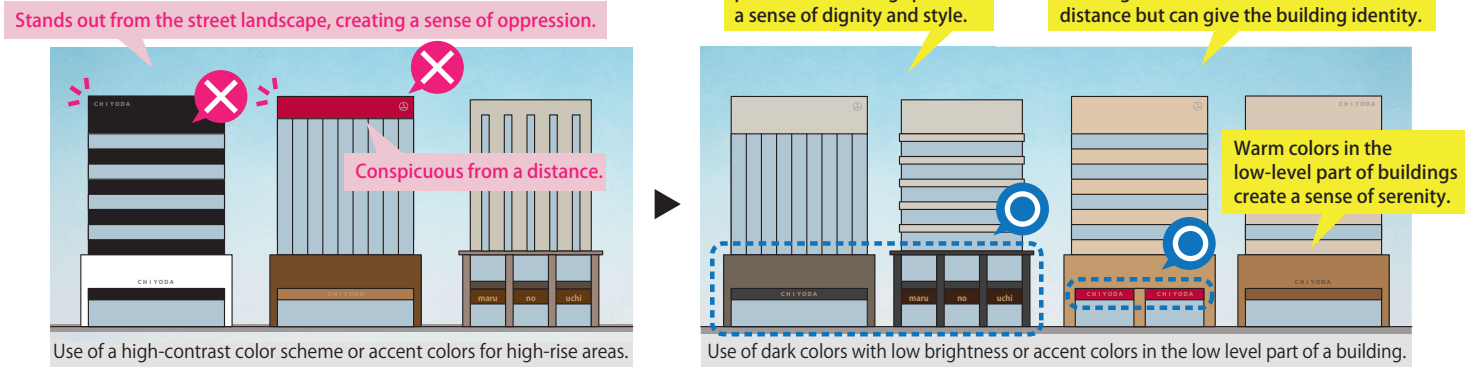
## (1) Skyline

- Avoid heights that are higher than the surrounding skyline.
- Do not install rooftop structures that are higher than the surrounding skyline.



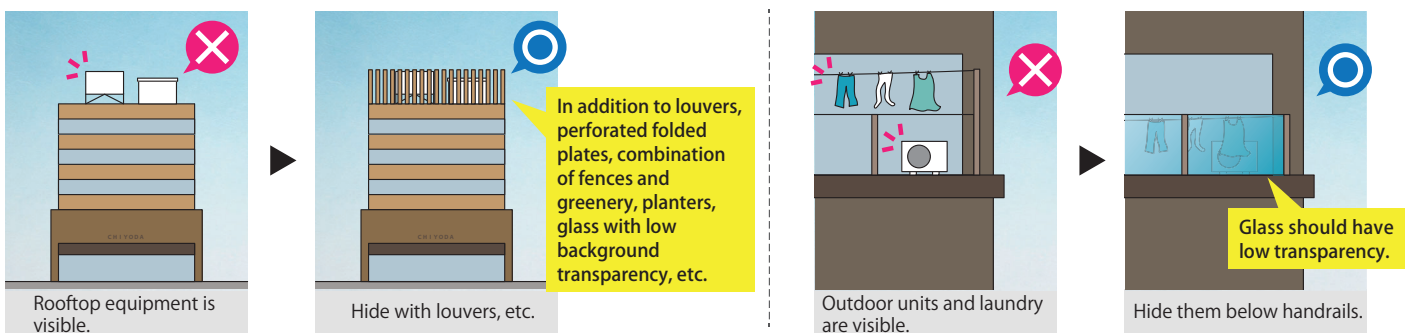
## (2) Color of exterior walls, etc.

- Consider harmony with the surrounding buildings.
- Avoid color schemes with strong contrast, such as pure white and pure black.
- If you use low-brightness dark colors or high-saturation colors, use them in the lower parts of buildings.
- Comply with the quantitative and qualitative standards for color according to regional classification.
- Use materials with a sense of texture, such as stone and tile.



## (3) Design of rooftop and balconies

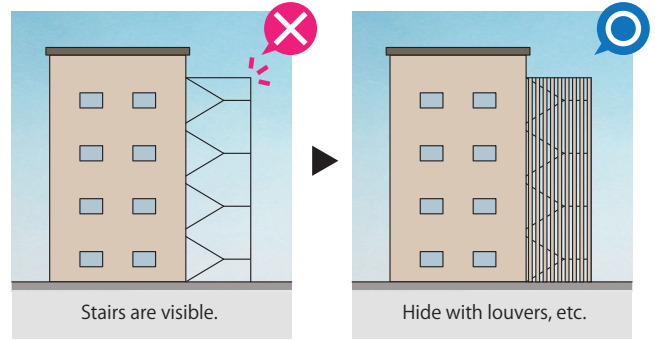
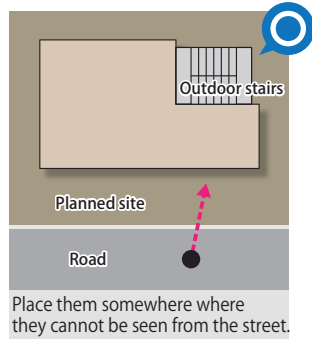
- Hide rooftop equipment (automatic fire extinguishing system, cubicles, water tanks, etc.) with louvers, etc.
- Outdoor units and laundry on balconies should be placed below the height of the handrail so that they cannot be easily seen from the street. In the case of glass handrails, please use milky white film, blurred materials, or other measures to decrease visibility.





#### (4) Design of Outdoor Stairs

- Outdoor stairs should be placed so that they cannot be easily seen from the street or other public spaces.
- If you cannot do this, please use louvers or other measures to make them an integral part of the design of the building.



#### (5) Exterior Design

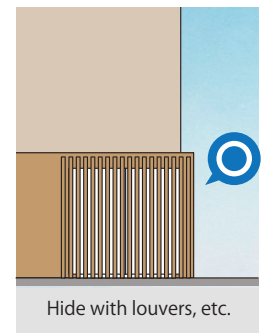
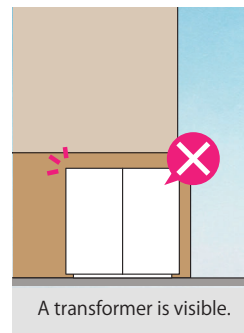
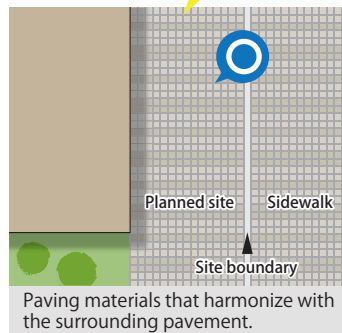
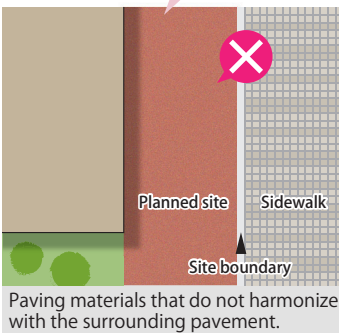
- For the part of the exterior that faces the street, use high quality materials such as tiles, stones, or blocks that harmonize with the surrounding landscape.
- When placing equipment (e.g., transformers) on the street side, make them inconspicuous, locating them where they cannot be seen from the street or installing blind walls to hide them.
- Secure green areas or open spaces that are connected to the surrounding grounds, parks, street trees, and other greenery area.



Development of pedestrian space and greenery space in an integrated manner.

The color scheme is different from the sidewalk and gives a disjointed impression.

If the materials, colors, and paving patterns are unified, they will harmonize with the surrounding area.



#### (6) Design of Outdoor Advertisements

- Keep outdoor advertisements clean by matching the form and color of the building or by reducing the color saturation.



A unified form and color of outdoor advertisements in tenant buildings can make the entire building neat and tidy.

The use of internally lit or back lit (box lettering) signage can create a dignified nighttime landscape that is integrated with store lighting.

- Use appropriate font sizes and ensure that they are not too large.
- Set appropriate lighting hours.
- Avoid flashing outdoor advertisements in consideration of the surrounding street landscape.
- Whenever possible, avoid installing digital signage.



We, Chiyoda City, became a landscape administration organization based on the Landscape Act on April 1st, 2019 and formulated the Chiyoda City Urban Design Plan, which set policies and standards for cityscape formation, to proactively work on developing a better cityscape. We also formulated the Guidelines for Urban Design for each Area and Priority District in Chiyoda City and the Guidelines for Urban Design for Outdoor Advertisements in Chiyoda City to help people understand the direction and considerations of the city's Urban Design Plan. They can also be used to understand the landscape characteristics of the area when studying architectural plans and outdoor advertisements as a supplement to the Urban Design Plan.

Moreover, in March 2021, we revised the Chiyoda City Landscape Developing Manual, a collection of key words for promoting urban design that was formulated in March 1998, to better reflect the times.

The manual provides concrete guidelines for landscape development when constructing, extending, and renovating new buildings or structures and when displaying outdoor advertisements in the city, in addition to providing many photographs and illustrations that provide potential designs.

We hope you will make use of it to improve the quality of our city and protect and nurture the attractive landscapes of the region.



／ You can download it from the Chiyoda City website. ／

<https://www.city.chiyoda.lg.jp/koho/machizukuri/kekan/machizukuri.html>

Please make an appointment in advance for prior consultation, discussion, or notification.

## ● Contact

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