

To create a vibrant atmosphere in the city

Kitakyushu City



Situation (background, aims, etc.)

Uomachi shopping street, located in the central area of Kitakyushu City, has flourished as the centre of the region since long ago. However, due to the decline in the city population, as well as the influence of the expansion of large shopping centres from suburban areas, visitor traffic and sales have declined and the shopping street faces problems such as an increased number of vacant shops. The current challenge for the street is to increase the number of visitors.

Details (project outline, etc.)

As a vibrant site full of atmosphere in the city centre, the city has developed parks and a cultural facility. Using the facilities, it actively holds and attracts large events including animation festivals.

Not relying just on the government initiative, the shopping street also cooperates with real estate owners to revive vacant shops and attract young customers, a new customer segment, by holding a night market on a public street.

Because the city was approved as the first SDGs model city in Asia by the OECD (Organisation for Economic Co-operation and Development), the shopping street decided to adopt environmentally friendly policies by taking measures such as introducing LED lights.

Results (features and innovations, future developments, etc.)

With the above-mentioned engagements, the city annually achieved over four million visitors, and now more people including young people visit the shopping street, helping visitor traffic to recover. The city is considering effective use of the football stadium for various events and projects to gather even more visitors from inside and outside Japan.