HAPPY
HEALTHY
HIRADO
Historical
Hirado's spatial features are determined by its geographical location, sandwiched between the Hirado bay and the slopes of the Tsurugamine hill on the Northern side and the Kamoike Castle hill on the Southern side. Hirado's main infrastructure consists of two linear roads following the shape of the bay. Nowadays, the main traffic flows are directed along the waterfront. The main shopping street has become a secondary road. In the restored Southern part of the city the secondary roads are constructed in a grid pattern.

The waterfront has an open character with wide views. Furthermore, the quays along the bay, containing hundreds of parking lots, have an open character. The built-up area along the main street has an urban character, determined by closed building structures. The Southern part of town has a looser urban fabric. The main shopping street has become a secondary road, the waterfront is directed along the waterfront. 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 interludes, especially serving local residents.

Main development threats for Hirado lie in its natural aged and historical features. When explored in a sustainable way they will help to keep Hirado an attractive place for living, working and passing leisure time.

The slopes rising behind the main street are a place of tranquility and contemplation. Its features are determined by residential use and by the presence, upright, of religious complexes and shrines. The precipice should be considered the transit point 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.

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.

The main means of existence in Hirado are related to the fishery. Tourism is largely depending on Japanese visitors and in a lesser extent on foreign tourists. Hirado is a well-kept location. The slopes are easily disturbed by uncontrolled parking lots.

Young people leave Hirado for the big city, not by the result of birth rate but rather of migration. 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.

Opportunities & Risks Map
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The workshops gathered data concerning Hirado's spatial features and historical background. Also the city's current socio-economic position was executed. Besides the city was mapped for its historical identity, state of repair and current use. Finally a SWOT-analysis 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-Eastern side and the Kamoike Castle hill on the South-Eastern side. Hirado's main infrastructure consists of two linear roads following the shape of the bay. Nowadays, the main traffic flows are directed along the waterfront. The main shopping street has become a secondary road. The restored Southern part of the city the secondary roads are constructed in a grid pattern.

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The vacant properties in the main street offer opportunities for new commercial activities by possible young newcomers, who can turn the empty street lots and dislocated properties offer opportunities for new design solutions, fostering preservation of current culture.

The proposed ReDesign strategy intends to attract new business models, using mixed models of multiple businesses in one building. A coffee shop is also a bookshop and contains a yoga venue upstairs.

The Matsuura family between 1599 and 1613. It shows the two rows of houses uphill, of religious complexes and shrines. Spatial policy needs to identify and define what the place where visitors have their first experience of Hirado is.

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The combination of activities will attract multiple customers with different interests. 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 contributions. For the larger empty buildings incentives would be required to tempt entrepreneurs to invest.

Hirado could be developed as a counter mall of Fukuoka. The two cities have complementary strengths. Shaping Hirado as a comfortable and safe place, where life is a little slower and healthier for body and mind may attract young people from Fukuoka to move to Hirado. Start-ups could plan breathing building trips to Hirado.

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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 added value to Fukuoka. This way Hirado may become an interesting place to invest for people from Fukuoka.

Hirado an attractive place for living, working and passing leisure time.

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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 Hirota, 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 townscape is recognizable again as trading port, a typology characteristic for VOC-settlements.