

**Ota City, the First Local  
Government to Implement Bylaws  
for “Minpaku” in a National  
Strategic Special Zone**

**Ota City**

# 1 Promoting our local communities worldwide

## My life thus far

### ○Studied under Tokuma Utsunomiya

**17 years: acted as the secretary of this unique politician who expended his efforts to bring about world peace ⇒ bird's eye view**

### ○Devoted myself to local activities and regional politics

**22 years: head of a neighborhood association**

**30 years+: probation officer ⇒ worm's eye view**

**31 years: member of a city assembly, member of the metropolitan assembly, mayor ⇒ fish eye view**

### ○My political principle

**Contribute to world peace through initiating movements at the local level**



Tokuma Utsunomiya

(Source: Tokuma Utsunomiya  
Collection of Recent Political Essays)

## 2 Promoting international policies centered on community activity

A local community which residents are attached to and take pride in can also become an international city beloved by non-Japanese

Promote local attractions with a spirit of hospitality ("*omotenashi*")  
History, culture, shopping streets, public baths (hot springs), restaurants and bars

**Industry**  
(manufacturing)  
Small-scale businesses firmly rooted in the local community can achieve great things in the global market



**Multiculturalism**  
Develop the local community and live alongside foreign nationals on an equal footing

### Internationalization of Haneda Airport

- Ripple effect on the economy
- Understanding and tolerance towards other cultures
- Effective use of the airport's vacant lots
- Increase in the number of foreign travelers

#### Dealing with internationalization

**"Hard" measures:** improve the function of ground, air and sea transport nodes

**"Soft" measures:** increase tolerance through tourism and multicultural policies

### **3 Notes on “Tokku Minpaku” in Ota City**

- ✓ **With the increase of foreign tourists travelling to Japan, hotels and other lodgings in Ota City are increasingly booked up. It is expected that the number of foreign visitors will rise even further in the run up to the 2020 Tokyo Olympic and Paralympic Games**
- ✓ **With an impending accommodation shortage anticipated, and bearing in mind our status as an “international city” which contains Haneda Airport, Ota City will facilitate the provision of safe and sanitary lodging facilities, and utilize this opportunity to vitalize the local economy and promote tourism and internationalization**
- ✓ **We plan to start accepting applications from the end of January 2016, based upon the District Plan (authorized by the Japanese Prime Minister on 20 October 2015) and the District Bylaw (enacted on 7 December 2015), which provide for an exemption in the hotel business law**

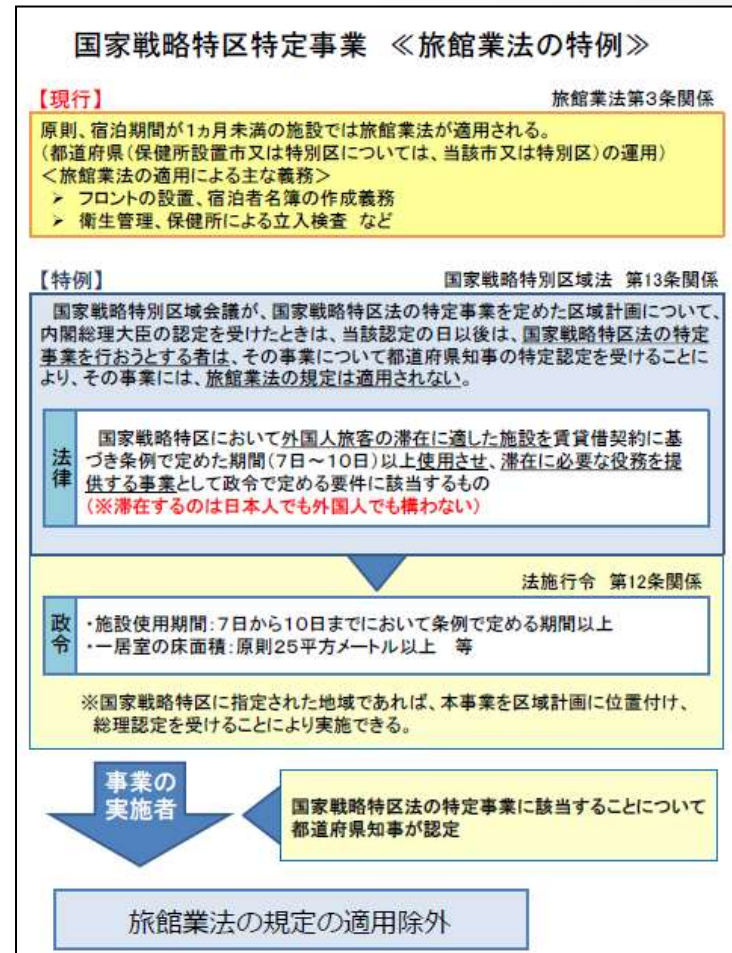
# 4 Utilizing the “hotel business law exemption” found within the National Strategic Special Zones

- ① Shortage of accommodation
- ② Spread of “minpaku” services, which are not covered under the hotel industry law

Nearby residents / facility users worried about safety and sanitation

Making use of the “hotel business law exemption” within the Special Zones, the administration gives a degree of assistance

Establishment of safe and sanitary lodging facilities



<From the Cabinet Office homepage>

## 5 Predicted issues arising from “minpaku”

### Trouble with neighborhood residents

- Trouble with visitor noise levels, garbage disposal and manners
- Residents don't have a place to consult someone or lodge complaints, or else they don't know where these are found

### Safety concerns

- Concerns of crime, illegal drug use or prostitution
- Uncertainty about whether visitors are staying legally

### Worries about fires / accidents

- Worries of fires or water-related incidents
- Uncertainty about whether visitors can respond effectively in the event of an emergency



**Establishment of the “tokku minpaku” bylaw to deal with safety concerns**

## 6 Overview of the “tokku minpaku” bylaw

### Bylaw concerning the management of accommodation for foreign visitors in the National Strategic Special Zone, Ota City

- This bylaw stipulates necessary matters related to managing accommodation facilities for foreigners in National Strategic Special Zones, as prescribed in the National Strategic Special Zone Law, Article 13, Clause 1

#### 1. Required time period for using “minpaku” facilities

The time period for staying in “minpaku” will be a minimum of 7 days, in order to ensure an even customer distribution with local hotels and inns, and considering the average length of stay for foreign visitors

#### 2. Investigations

The mayor has decided that city office staff will be permitted to enter the offices of certified “minpaku” workers and also their lodging facilities, and will be able to question those involved in the “minpaku” business

#### 3. Informing neighborhood residents

Those running “minpaku” businesses will be obliged to suitably inform neighborhood residents in advance that the facility concerned will be used for the management of lodging facilities for foreigners in National Strategic Special Zones

⇒ **As a result of administrative involvement, the issue of safety concerns has been resolved**

# 7 Schedule until implementation of “tokku minpaku” bylaw (including past developments)

Month	Action	Notes
<b>Sep. 2015</b>	<ul style="list-style-type: none"> <li>Tokyo Metropolitan Urban Regeneration Subcommittee Meeting (29th)</li> </ul>	Proposed by Ota City
<b>Oct.</b>	<ul style="list-style-type: none"> <li>Bylaw plan public comments (13th~26th)</li> </ul>	
	<ul style="list-style-type: none"> <li>Tokyo Area National Strategic Special Zone Conference (14th)</li> </ul>	Creation of District Plan
	<ul style="list-style-type: none"> <li>Tokyo Area National Strategic Special Zone Advisory Council (20th)</li> </ul>	District Plan authorized by Prime Minister
<b>Nov.</b>	<ul style="list-style-type: none"> <li>Official announcement of bylaw plan public comments (16th)</li> </ul>	60 opinions gathered
	<ul style="list-style-type: none"> <li>Submission of bylaw plan to Ota City Assembly 4<sup>th</sup> regular meeting (26th)</li> </ul>	
<b>Dec.</b>	<ul style="list-style-type: none"> <li>Bylaw enacted (7th)</li> </ul>	Publicly announced on the 14 <sup>th</sup> Dec.
<b>Jan. 2016</b>	<ul style="list-style-type: none"> <li>Official announcement of regulations and guidelines (mid-late Jan.)</li> </ul>	
	<ul style="list-style-type: none"> <li>Start reception of applications (late Jan.)</li> </ul>	Bylaw, regulations and guidelines come into force



## 8 Anticipated effects of “tokku minpaku”

### Increase in visitors lodging in Ota City

- Opportunity to spread awareness of Ota City attractions
- Ota City becomes a lodging hub for tourists and businesspeople

### Vitalization of local economy

- Increase in foreign visitors' expenditure in Ota City
- Creation of new businesses and employment from “minpaku” business

### Promotion of Ota as an “international city”

- Establishment of easy-to-stay environment for foreign visitors
- More opportunities to interact with foreign nationals

### Profitable use of vacant houses

- “Minpaku” business will result in vacant houses and spare rooms being utilized profitably

# 9 Ota City at present

The largest of Tokyo's 23 cities, Ota City has many distinguishing features

Shopping streets



Cultural assets  
(Ikegami Honmonji Pagoda)



Small-scale factories  
(advanced technology specialists)



Amusement areas  
(Tokyo City Keiba, Heiwajima Boat Race)



Ota City Market (fruit and vegetables, fish, flowers)



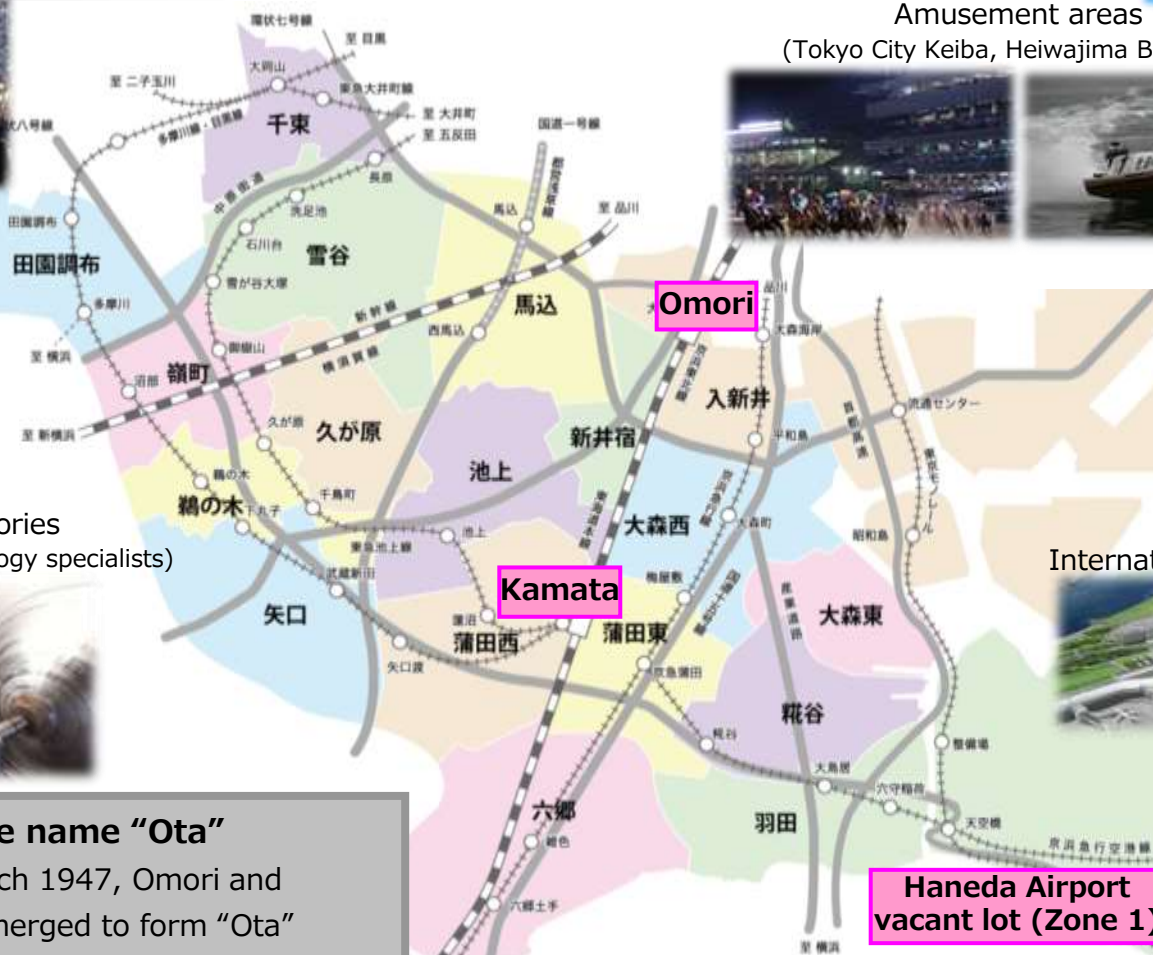
Ota City General Gymnasium



International Terminal Domestic Terminal



Preparations in the zone 1 vacant lot at Haneda Airport



Haneda Airport  
vacant lot (Zone 1)

Ota is a "microcosm of Tokyo", complete with mountains, rivers, seaside, islands and fields  
20,000 foreign nationals from 119 countries live here

## ●Origin of the name "Ota"

On the 15<sup>th</sup> March 1947, Omori and Kamata cities merged to form "Ota"

●Area: 60.66km<sup>2</sup> largest in the 23 cities

●Population: 712,057 people

※As of 1<sup>st</sup> Jan. 2016

# 10 Creating a local community where foreign nationals can live at ease: Promoting multicultural policies

## ■ Ota City Multiculturalism Promotion Plan (formulated in March 2010)

### Future image

~Live together in mutual understanding in the community~

“International City Ota”, where multiculturalism vitalizes the local community”



- Basic Aim 1** Spread an awareness of multiculturalism so that foreign nationals and Japanese citizens can build strong, equal relationships in community life
- Basic Aim 2** Build a city where foreign nationals can live at ease amongst the community
- Basic Aim 3** Enable foreign nationals to have starring roles in their community through participating proactively in making Ota an “international city”

## ■ Ota City Multiculturalism Promotion Center (mics Ota)

Opened in September 2010 as a focal point for promoting multiculturalism in Ota City

### Main duties

- ◆ Multilingual advice on lifestyle issues
- ◆ Interpreting ◆ Translation
- ◆ Japanese classes
- ◆ Information provision
- ◆ Socializing space etc.



【Multiculturalism Promotion Center】

## ■ Ota City Multiculturalism Promotion Council

Discusses and proposes multicultural policies for Ota City, in order to reflect the opinions of Ota citizens (foreign nationals included) in the administration, and in order to bring about a multicultural society, as laid out in the Ota City Multiculturalism Promotion Plan

### Summary

- Council members: 13
- Term of service: 2 years (At present in the 3<sup>rd</sup> term for 2015-2016)

### ● Composition

Foreign residents, Japanese residents, international exchange organization, international exchange volunteer, neighborhood self-governing body / association members, scholar (chairperson: Keizo Yamawaki)

Council meeting





# 11 Making Ota City an easy-to-visit destination for foreign visitors

In 2011, Kamata was designated alongside other locations including Kyoto as a “strategic hub for welcoming foreign travelers to Japan” by the Japan Tourism Agency. It contains 153 “welcome shops” and 287 “machikado” tourist information offices

## 1 Development of the multilingual Ota City Official Tourism Website (1<sup>st</sup> December 2015~)

Introduces Ota City tourist spots which appeal to foreign travelers, and provides event information in Japanese, English, Chinese (simplified and traditional ), Korean and Thai



## 2 Setting up public wireless LAN (Wi-Fi) areas (1<sup>st</sup> December 2015~)

We now provide public Wi-Fi access for free in areas around JR Kamata, Omori and Keikyu Kamata stations, as well as in 15 major government-run facilities, including the Ota City Office



**OTA CITY FREE  
Wi-Fi area sign**

## 3 Opening of the Ota Tourist Information Center (11<sup>th</sup> December 2015~)

Ota City recently opened a tourist information center which caters to foreign travelers' needs through multilingual tourist advice and Japanese cultural experience sessions, among other services



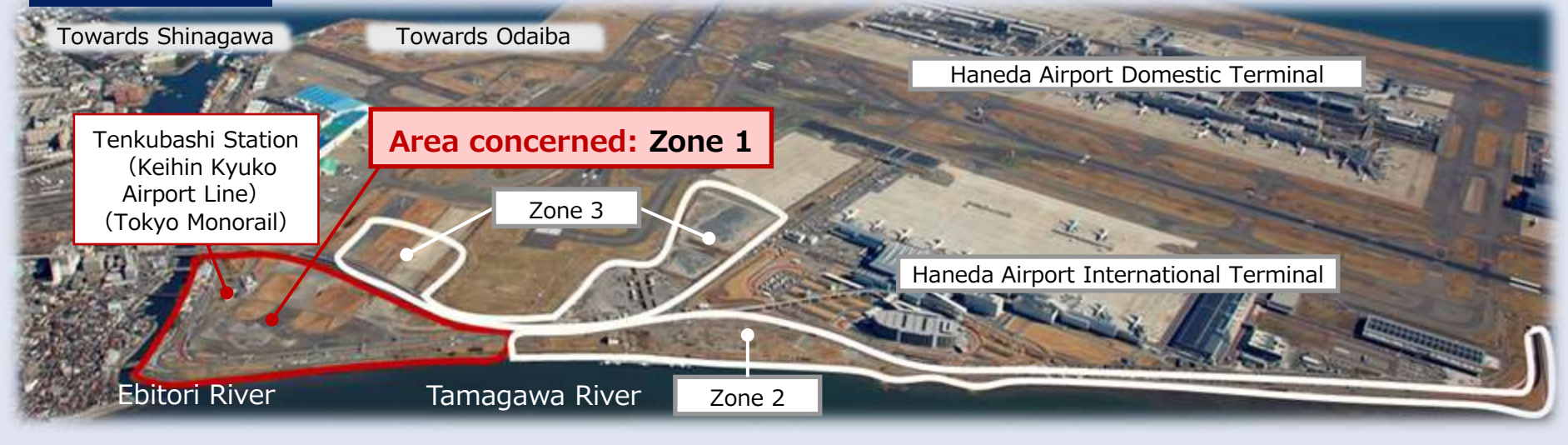
# 12 Utilizing our status as a National Strategic Special Zone to develop the Zone 1 vacant lot in Haneda Airport ①

## Project Aim

Strengthen Japan's international competitiveness and regional vitality

Our aim is to create innovative new industries and communication hubs at Haneda Airport, the place which connects Japanese local communities to the world

## Area concerned



## Image



## Schedule

Year	2015	2016	2017	2018	2019	2020
Building Works	Plan Project	Recruit Workers	Design / Construction		Done	



# 13 Utilizing our status as a National Strategic Special Zone to develop the Zone 1 vacant lot in Haneda Airport ②

## Initiative ①

Gather business, personnel and information from both Japan and overseas, and attract investment and technological innovation

## Industrial Exchange Facility

We will generate innovation through gathering together small-scale businesses and making use of our excellent location next to Haneda Airport to create a business-friendly environment

### Business start-up

#### Gather

- Start-up / venture businesses
- Small and large-scale businesses
- Venture capital
- Universities and research organizations
- Municipal support organs

#### Exchange

- Co-working space
- Exchange areas and conference rooms
- R&D labs and offices
- Labs for university use
- Coordinator

#### Create

- Prototype center
- Order-recipient matching
- Collaborative projects

### Support and growth

### Attracting investment

### Expansion and success

## ◆ Images of Ota City's local resources



Heart surgery training device



"Shitamachi Bobsleigh"



Research and development



Metal spinning



Precision parts

Front-running industrial development projects

Metal manufacturing

# 14 Utilizing our status as a National Strategic Special Zone to develop the Zone 1 vacant lot in Haneda Airport ③

## Initiative ②

Contribute to Japan's regional revitalization through putting together a "Japan Brand Showroom"

### "Omotenashi" Entrance

Making use of Ota City's ideal location next to Haneda Airport, we will gather the best of Japanese goods, cuisine and products, and promote foods and skills which are grounded in Japanese everyday life to foreign tourists and businesspeople

#### Promote "Japan brand" food and goods

Promote Japanese culture through gathering seasonal produce from farms, forests and seas throughout Japan, as well as as famed Japanese foods

#### Promote "Cool Japan" fashion and anime

Promote globally popular Japanese fashion and anime as part of the "Cool Japan" initiative

#### Attract visitors to the local area by providing tourist information

Increase visitors to provincial areas through gathering local information from all over Japan, and improving efficiency of transport nodes

#### ◆Images



Markets



"Kamata Kiriko" cut glass

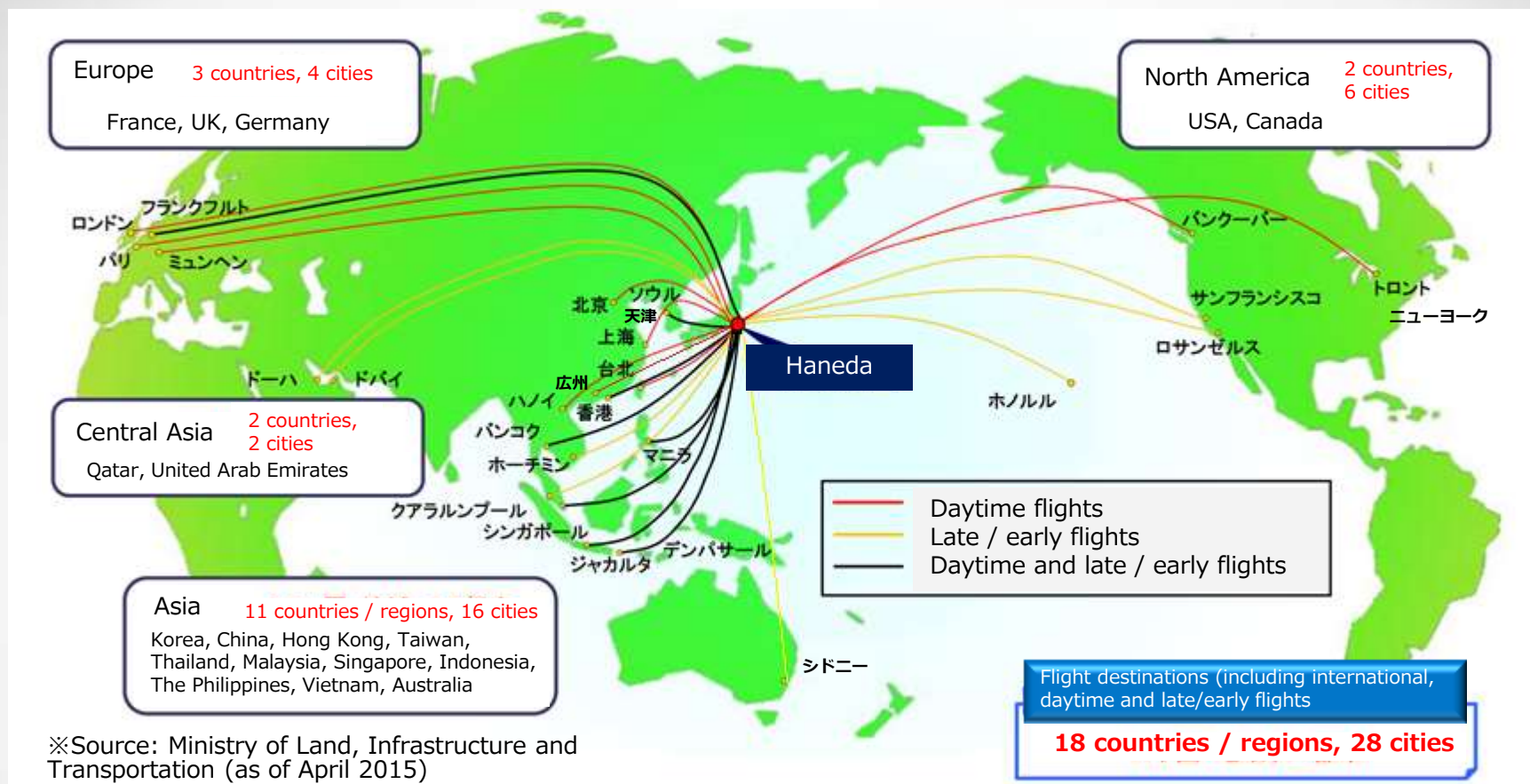


"The Wonder 500"



Tourist Center

# 15 The present state and future potential of Haneda Airport



## Destination cities and passenger numbers

- Destination cities **Domestic: 49 Overseas: 28**
- Yearly passenger total **74,210,000** (approx. 200,000 passengers per day)
- (2014) Breakdown: **Domestic: 62,650,000 passengers**  
**International: 11,550,000 passengers**

※Excerpt from the airport usage summary spreadsheet

## Demand for flights

- Global ranking for passenger numbers **4位** (2014)
- Departures and arrivals **447,000 per year**
- ※Foreign travelers to Japan **10,360,000** (2013)  
**13,410,000** (2014)  
(estimate) **19,730,000** (2015)



# 16 A warm welcome to foreign visitors, as befits the “Gateway to Japan”

Initiatives in anticipation of the 2020 Tokyo Olympic and Paralympic Games

## Olympic event venues

- ◆ Hockey matches at the metropolitan Oi Wharf Central Seaside Park
- ◆ Rowing and canoeing at the Umi-no-mori Aquatic Sports Center



Inspiration and dreams

## Attracting tournaments and foreign athletes for training camps

- ◆ Inviting softball competitions to Ota Stadium
- ◆ Offering outstanding convenience in both sports and accommodation, and carrying out exchanges



## Creating a lively and attractive community

### ○The Blue Triangle Project

As a symbol of our welcome and in order to become a visitor hub, we are creating an ideal environment for “aosujiageha” butterflies to thrive. These butterflies are called “blue triangles” in Australia, and are distinguished by their black wings with blue lines



Improving urban function and attractiveness

Town development

## Beautifying the city and improving transport services

### ○Purifying the Nomigawa River water

In order to put an end to the river's bad odor and cloudiness, which have been long-lasting issues, we are carrying out purification works and creating a more pleasant waterside environment

### ○Boat services using the Tenkubashi ferry crossing



## Tourism Policies of the “International City” Ota

- ◆ Opening of the Ota Tourist Information Center at Keikyu Kamata Station
- ◆ Providing an ideal environment for foreign visitors (Wi-Fi, tourist website, multilingual signboards)
- ◆ Cultural exchange and multilingual services in shopping streets

Multi-culturalism

## Improving Ota's functionality and appeal

- ◆ Making use of area management in “Omotenashi street”
- ◆ The Blue Triangle Project
- ◆ Water purification, removing telephone poles
- ◆ Developing the vacant lot in Haneda Airport

# 17 Supporting world-leading industries with Ota City engineering



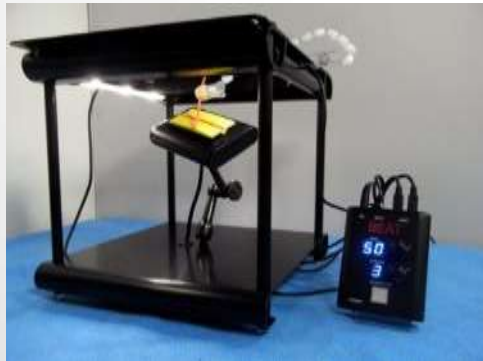
Kitajima Shibori Factory Ltd. produces parts for artificial satellite apparatus and aircrafts

"We spin metals with special properties in order to create parts for items ranging from parabolic antennae to the H-II rocket"



Komatsu Spring Manufacturing Ltd. produces medical and electrical apparatus etc.

"We manufacture over 3,000 varieties of springs each year, including miniscule coils which cannot be seen with the naked eye"

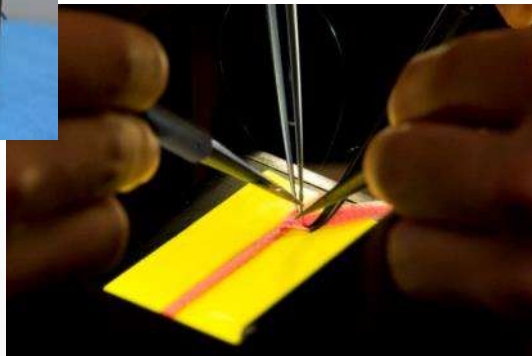


EBM Ltd.

"BEAT" - a training machine for operations involving heart vessel stitching

"This is drawing attention from the entire medical world"

"YOUCAN" - an imitation blood vessel



"Ota Open Factory" - the nation's first event which allows you to encounter a variety of mechanical manufacturing technologies



# 18 All the various aspects of Japan can be discovered in Ota City

Shopping streets, public baths, cuisine



Largest number of shopping streets in Tokyo



Largest number of public baths in Tokyo, including natural hot springs



Ota City Market



"Tonkatsu" deep-fried pork cutlet



"Winged gyoza" dumplings



Japanese cuisine



"Nori" seaweed

Welcoming visitors with a wide variety of foods and cuisines

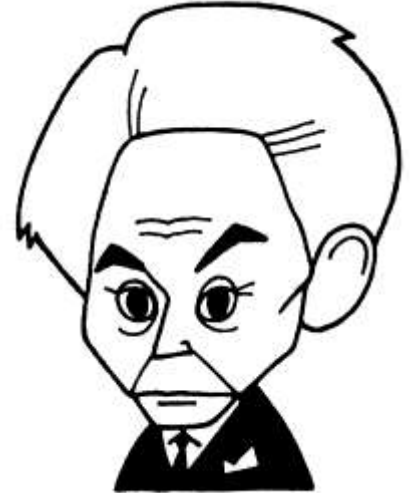
## 19 A cultural hub of modern Japan “Magome Bunshimura”



Kawase Hasui “Moon at Magome”



Bunshimura relief in front of Omori Station



Yasunari Kawabata



Ryushi Memorial Hall



Ota City Folk Museum



Magome Bunshimura Exhibition Corner



Tsuneko Kumagai Memorial Hall

From the mid-Taisho period to the early Showa period, many novelists and artists (*bunshi*) lived in today's Magome area in Ota City. This place is therefore now known as “Magome Bunshimura”.



## 20 Scenes from Ota City ①





# 21 Scenes from Ota City ②



# 22 Preparing for the 3<sup>rd</sup> turning point

## Turning points in modern Japan

- **1<sup>st</sup> turning point: The Meiji Restoration**  
Broke away from feudal society and built a modern nation

- **2<sup>nd</sup> turning point: recovery period after World War Two**  
Reflected on the wartime period, and built a peaceful nation

- **3<sup>rd</sup> turning point: advent of a global society**  
Bringing about international peace and an inclusive society through citizens' exchanges



International City Ota Festival  
in "Sora no Hi" Haneda