



Akita Station Central Exit

# Industry-Government-Academia Collaboration at Regional Core Stations Promotion of Urban Development (Northern Station Gate Akita)

The provision of services that will increase the convenience of local residents and contribute to more affluent and enriched lifestyles

With the aim of increasing the affluence of local regions, JR East Group will provide services enabling all people to live more affluent lives. In September 2015, we concluded an agreement of cooperation for compact city development aiming at regional revitalization, with Akita City and Akita Prefecture, and we are now introducing initiatives that will create bustling city centers and increased tourism flow.

## Northern Station Gate Akita

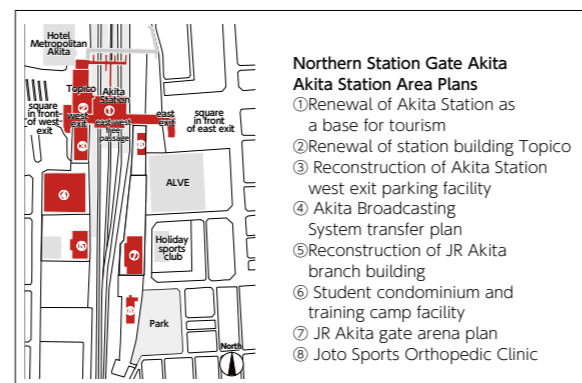
Northern Station Gate Akita is a regional revitalization and compact city project which we are promoting. The scheme is mainly centered around Akita Station, and is being organized in cooperation with the local administration, universities, and companies. Akita has recently been struggling with a declining population, slowing birth rate and an aging population, and is one of the areas of Japan where these problems are advancing most rapidly.

In April 2017, to commemorate the 20th anniversary of the opening of the Akita Shinkansen Komachi, the renovated Akita Station and west exit



Joto Sports Orthopedic Clinic

multilevel parking facility were opened. Furthermore, a sports clinic was opened in the east exit in May 2018 with the theme "Health and Sports." A basketball arena and child care support facility are scheduled to open in the winter of 2019, followed by a student condominium and training camp facility in the spring of 2020. We plan to continue with the revitalization of Akita for the next 20 years.



### Industry-Government-Academia Collaboration-led Urban Development

With the aim of revitalizing Akita Station, the gateway to Akita Prefecture, JR East Group is carrying out urban development in cooperation with Akita Prefecture and Akita City. We have already realized an exquisitely designed space in Akita Station with the cooperation and supervision of Akita University of Art.



Exterior wall and furniture made of Akita cedar create a sense of coziness (Photo: SATOSHI ASAKAWA)

### Cooperation with Local Industries

Akita cedar has been used in the waiting lounge to provide a natural sense of the prefecture and increase the flow of tourists. We have also used furniture made of local wood and produced by local furniture manufacturers to bring both comfort and a distinctively Akita feeling.



The waiting lounge where all five senses can experience the feeling of Akita (Photo: SATOSHI ASAKAWA)

### Health and Sports Town Development

Akita Station east exit is proceeding with the platinum town concept where three generations can live comfortably through health and sports. We will develop a sports arena, child care facilities, a clinic, and a student condominium and training camp facility with the aim of revitalizing the town in collaboration with nearby parks and sports facilities.



The arena will be constructed in such a way that passers-by will be able to see into the interior, thereby creating a venue open to the whole community



A student condominium and training camp facility in front of the station will make it possible for younger generations to be active

**Awards, etc.**

Carbon dioxide fixation certificate through wood utilization Certified buildings (JR Akita branch office building and JR Akita Station)  
A system that evaluates the carbon dioxide fixation volume of wood in buildings, etc. using specific amounts of wood grown in Akita Prefecture.

Japan Wood Design Award 2017  
Received the top prize in the Minister of Agriculture, Forestry and Fisheries' award  
A system for the evaluation of products and initiatives to rediscover the benefits and values of wood.

### VOICE

Professor,  
Landscape Design Course,  
Akita University of Art

In this industry-government-academia-led project, transcending our regular standpoints, we discussed space from the perspective of users, and this gave birth to the concept of "Akita Living." The program was advanced because all people concerned shared this concept, making it possible to bring about the design of a space and place where not only station users but also ordinary citizens can feel comfortable. I hope that such advanced urban development will continue in and around JR Akita Station.

Deputy General Manager,  
Regional Revitalization Promotion Office,  
General Affairs Division, Akita Branch Office

After the conclusion of the agreement of cooperation between the prefecture and the city, the foundation to work on the revitalization of Akita Station and its surroundings with the administrations, private businesses, and other organizations was established. The station has long played a symbolic role as a public transportation hub, a gateway for prefectural tourism, and a place for citizens to gather. I really hope it becomes a place where all people, regardless of age, purpose, or transportation method can meet and mix. To that end, I will continue to think about various methods, both in terms of hardware and software, that will promote the revitalization of Akita.

See P64 for a related feature.➡