

Revitalization of Nakahonmachi Shopping Street in front of Tobata station



Project MG

The Present State of Shopping Streets in Kitakyushu City

	Moji	Kokura kita	Kokura minami	Wakamatu	Yahata higashi	Yahata nishi	Tobata	Total
Number of shopping streets	21	33	8	13	13	24	11	123
Number of stores	368	845	160	126	205	694	128	2526
Number of free stores	190	168	23	127	136	182	25	851
Free store rate	34.1%	16.6%	12.6%	50.2%	39.9%	20.8%	16.3%	25.2%



Percentage of vacant stores in shopping streets nationwide

13.77%

The Present State of Shopping Street in Kitakyushu City

	Yahata	Yahata nishi	Tobata	Total
Number of shopping streets			11	123
Number of free stores			128	2526
Number of free stores			25	851
Free store rate	34.1%	34.1%	16.3%	25.2%

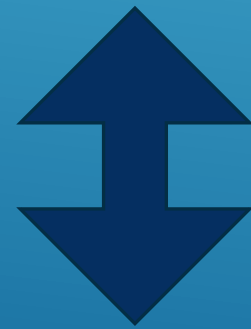
The shopping streets in Kitakyushu city are declining

Percentage of free stores on shopping streets nationwide

13.77%

Current status of Nakahonmachi Shopping Street in Tobata ward

Number of surveys	First time	Second time
Percentage of vacant stores in Nakahonmachi shopping street	26.9%	24.2%



Percentage of vacant store in Tobata ward: **16.3%**

Current status of Nakahonmachi Shopping Street in Tobata ward

Nakahonmachi shopping street is declining

First

Second time

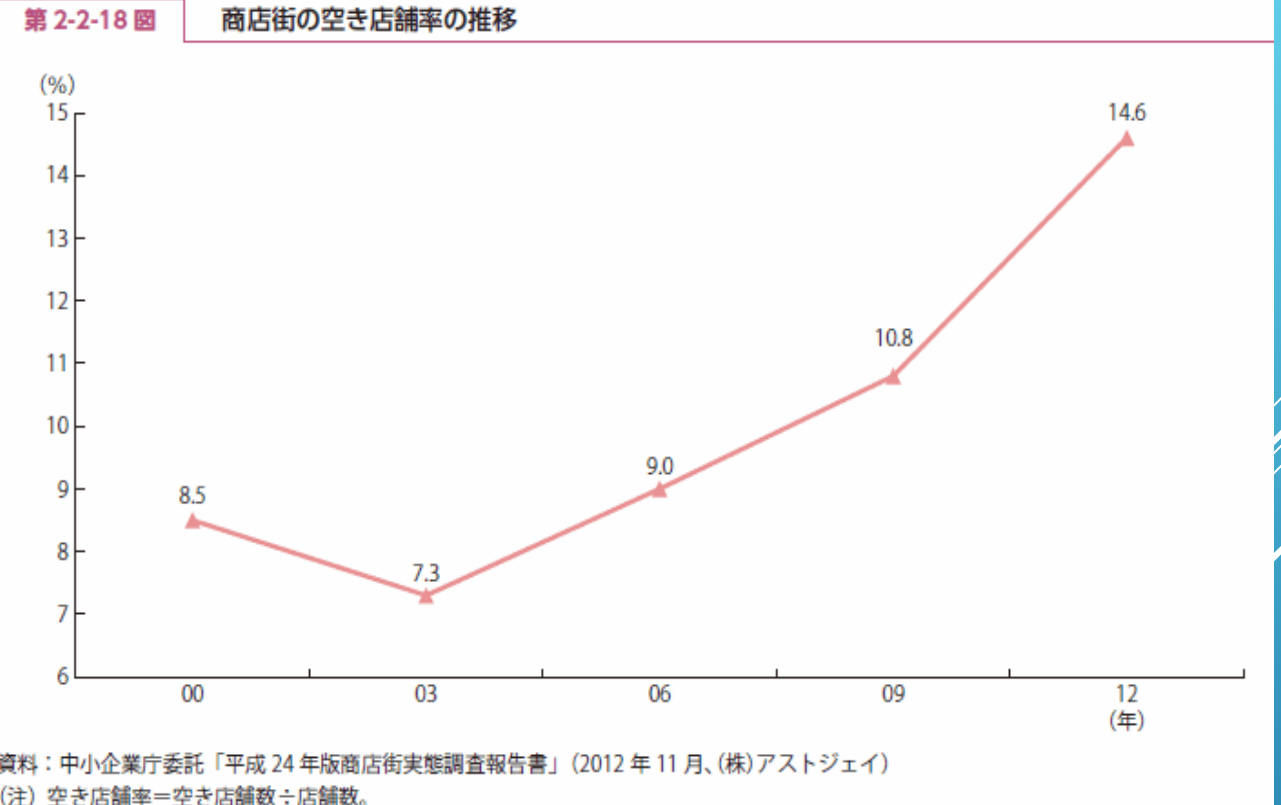
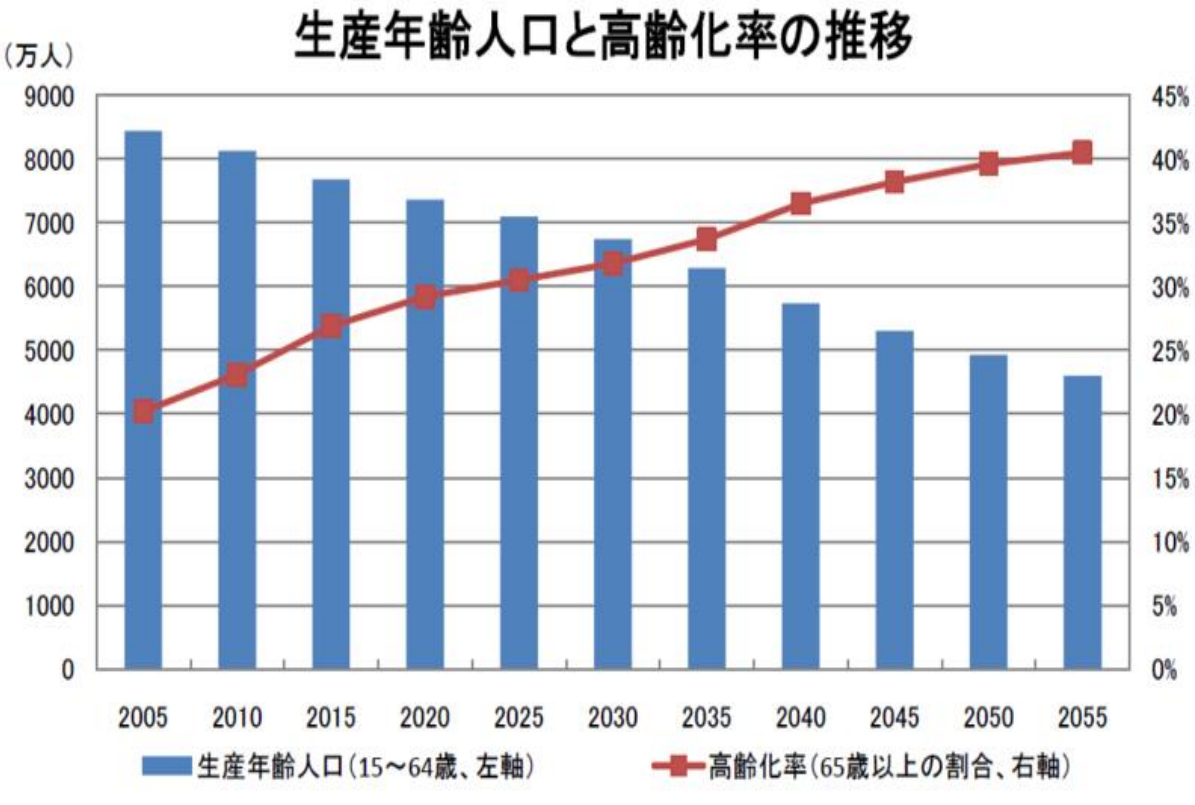
% 24.2%

Percentage of vacant store in Tobata ward: 16.3%

Hypothesis

~Trends in Japan's aging rate~

~Trends in the vacant store rate in Japanese shopping streets~



<https://kamiishi.hatenablog.com/entry/20110104/1294153663>

https://www.chusho.meti.go.jp/pamflet/hakusyoh26/h26/html/b2_2_1_4.html

➔ The cause of the decline of the shopping street may be the declining birthrate and aging population.

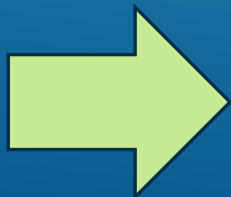
Problems in the shopping street

Problems due to the aging of business owners

Aging stores

There are few or no stores that can attract customers

Declining trade area population



64.5% of the people who work in the shopping street have the problem of succession due to the aging of business owners.

Interview in Nakahonmachi Shopping Street

~Question~

- ① *What was the old state of Nakahonmachi shopping street?*
- ② *What is the reason for the increase in vacant stores in Nakahonmachi Shopping Street?*

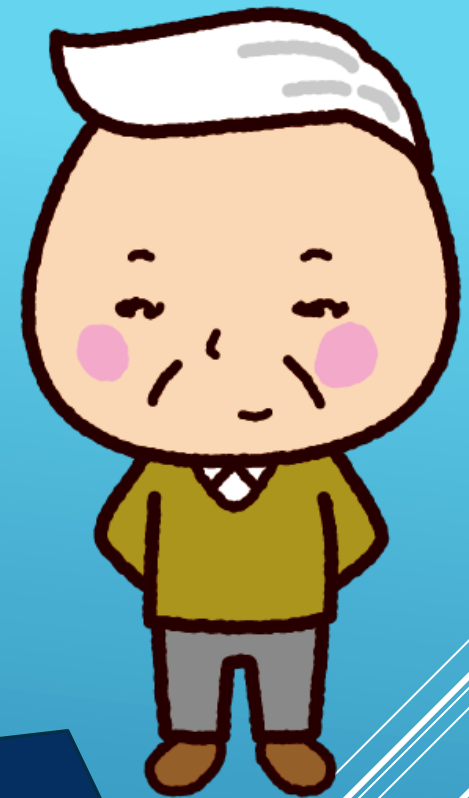
Answer

~Question①~

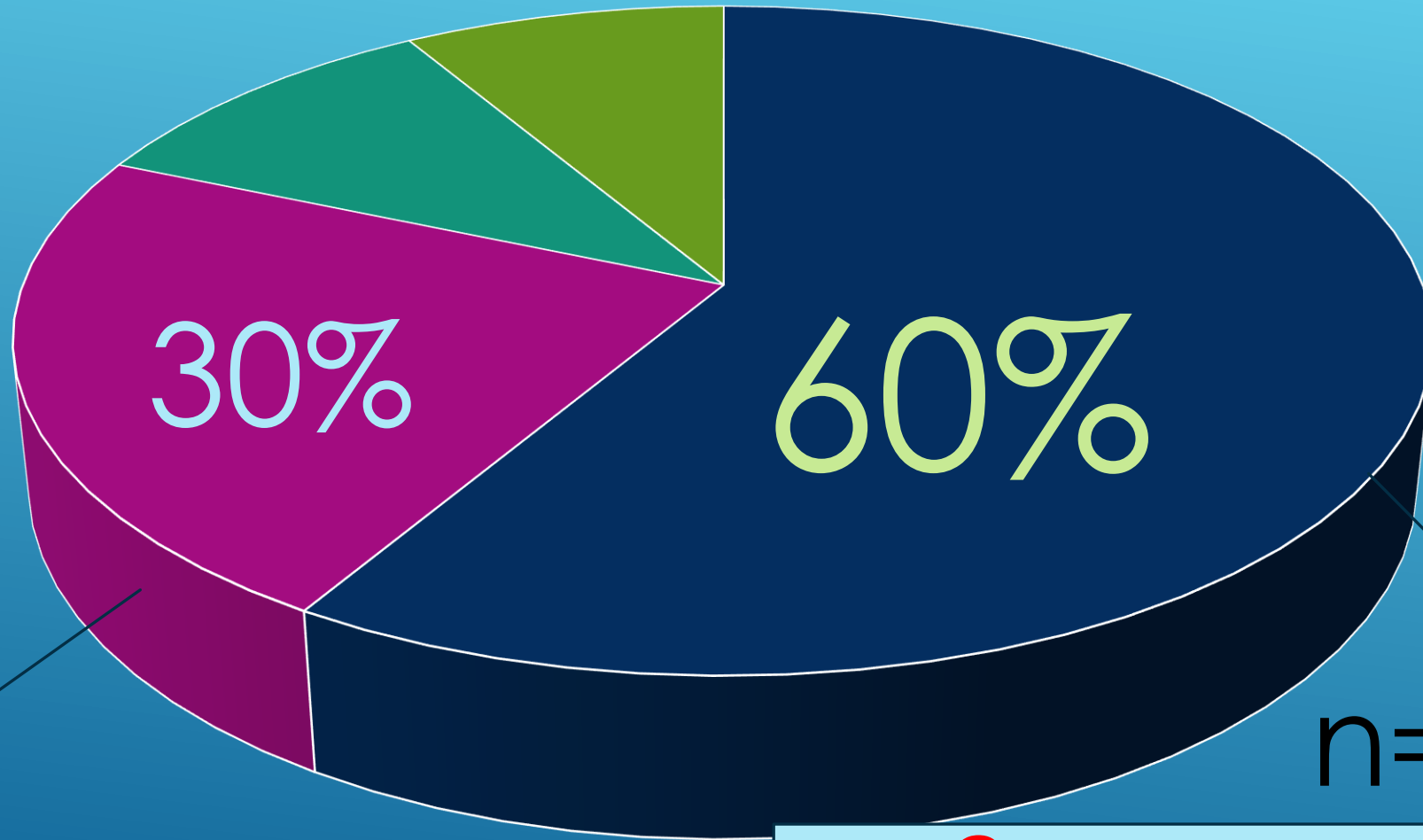
There were dozens of times more people than they are now



I wish people would come back like they used to.



Answer ~Question②~



n=12

Station movement

Successor problem due to aging

It can be said that the cause of the decline of the shopping street is the declining birthrate and aging population.

Station movement

n=12

Successor problem
due to aging

Comparison with successful shopping streets

Shopping street name	Nakahonmachi	Uomachi
Nearest station	Tobata	Kokura
Ranking of the number of JR Kyushu station users	Tobata station 14th place	Kokura: 2nd place
Town Living Here & Town Ranking 2021 <Fukuoka Prefecture Version>	Tobata city 8th place	outside range
Fukuoka Prefecture version "SUUMO City Ranking 2020"	outside range	Kokura station 4th place



~Common point~

- **Located in Kitakyushu**
- **Good location**
- **There is a large shopping mall nearby**

<https://www.jrkyushu.co.jp/company/info/data/pdf/2020ekibetsu.pdf>

<https://www.recruit.co.jp/newsroom/recruit-sumai/press/2020/03/suumo2020-2.html>

Comparison with successful shopping street

Why is the Uomachi shopping street revitalized but the Nakahonmachi shopping street not revitalized?

Get tips on how to revitalize Nakahonmachi Shotengai from Uomachi Shotengai!

<https://www.recruit.co.jp/company/info/data/pdf/2020ekibetsu.pdf>

<https://www.recruit.co.jp/newsroom/recruit-sumai/press/2020/03/suumo2020-2.html>

Shopping
Nearest
Ranking of of JR Ky users
Town Liv Town Rank <Fukuoka Prefec Version>
Fukuoka Prefecture version "SUUMO City Ranking 2020"

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Interview in Nakahonmachi Shopping Street

~Question~


③ *What kind of event do you want us to hold?*



Answer ~Question③~



I think an event for **children** would be good.



I think that when **children** come, **parents** will come with them and we will be able to attract more customers.

What to do to revitalize the shopping street

We decided to have an event for **children**



Make a town where **children** can live comfortably



The shopping street is activated

SDGs ~Sustainable Development Goals~

11 SUSTAINABLE CITIES
AND COMMUNITIES



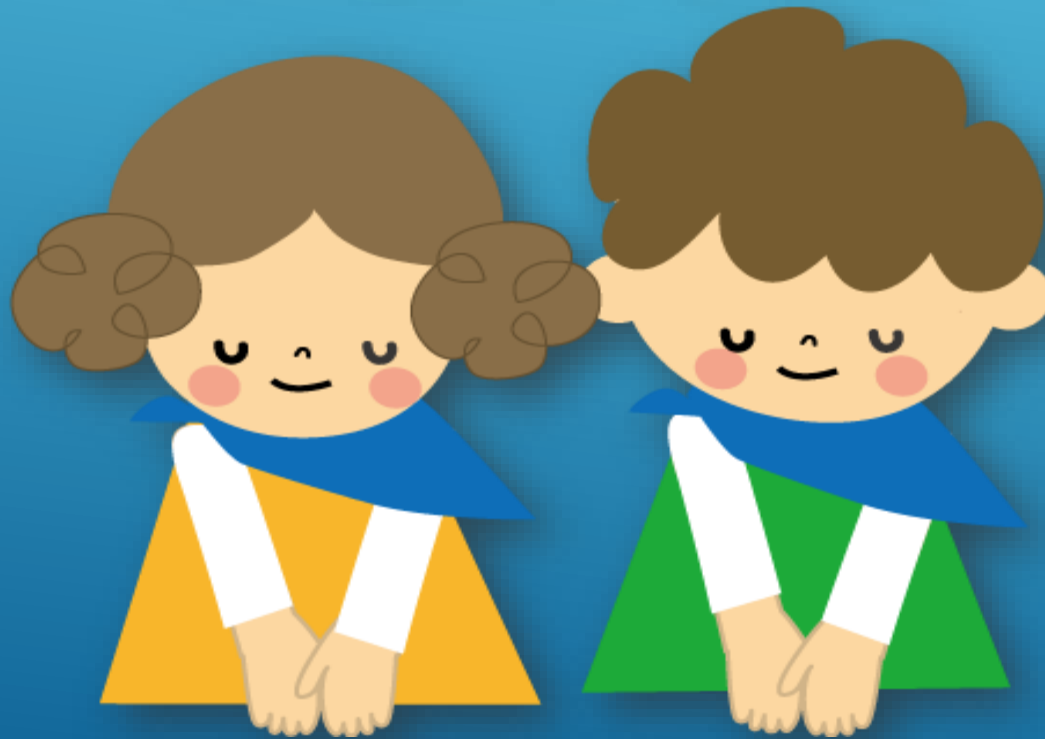
SUSTAINABLE CITIES
AND COMMUNITIES

17 PARTNERSHIPS
FOR THE GOALS



PARTNERSHIPS
FOR THE GOALS

Thank you



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