

Kitakyushu
Action!
Drive the Future.

Kitakyushu City New Vision

Kitakyushu City Master Concept & Strategic Plan

Summary

March 2024

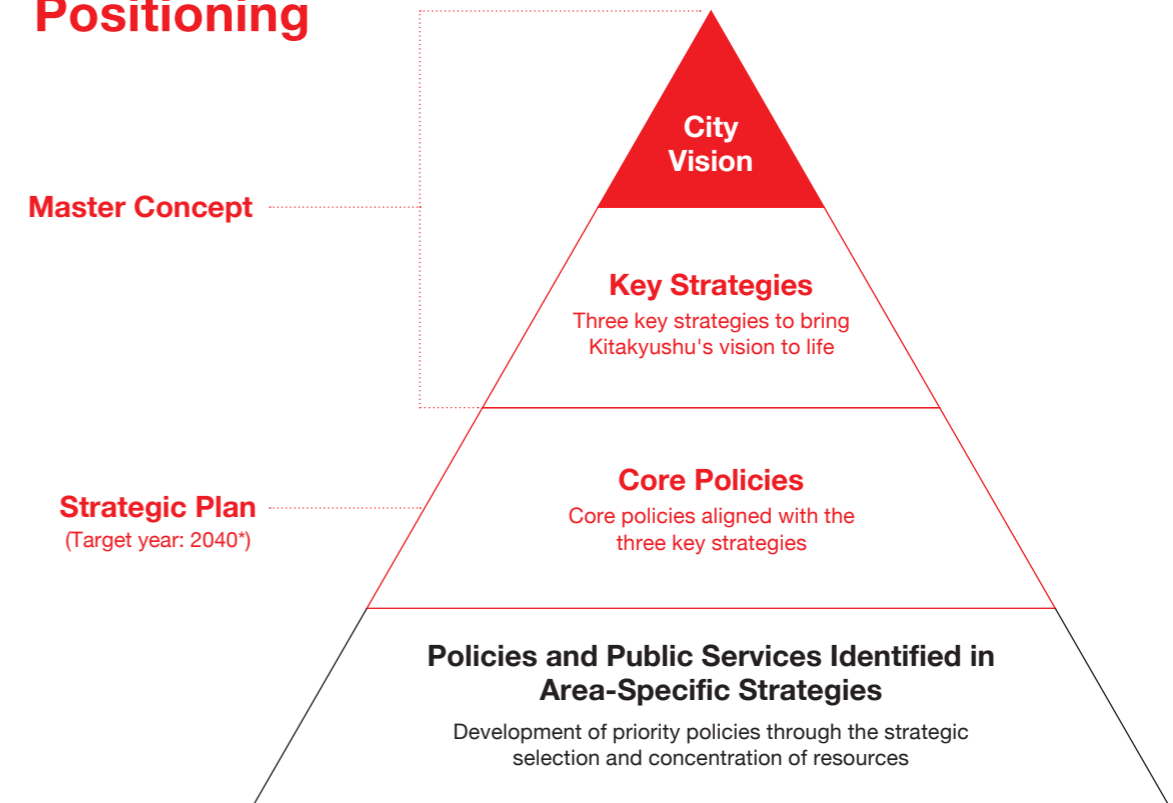
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Positioning



*Comprehensive reviews will be conducted approximately every five years, with revisions made as needed.

Structure



Kitakyushu City's Vision for the Future

Kitakyushu—a bold, globally ambitious city bringing future-oriented values to life through human connections, passion, and technological innovation

Countless spotlights, one for every individual.

Here, we are the heroes and heroines of our own stories, embracing life with passion and finding even greater joy along our own journeys.

We are a city uplifting and amplifying the strength within every person and inspiring bold action, carrying forward the legacy we've built, and stepping into a future of fresh and innovative values.

The values created through the blending and connection of diverse personalities extend far beyond Japan, shaping a richer, more peaceful future for all around the world.

In this global city of bold ambition, where future-oriented values come to life through human connections, passion and innovative technology, Kitakyushu is the starting point of an irresistible future that will capture your heart and mind.

Philosophy

The Hopes and Dreams Guiding Our City Vision



Human connections, passion, and technical innovation

Kitakyushu has condensed its enduring strengths and sources of pride into three core values—human connection, unwavering passion, and innovative technology in manufacturing and the environment—shaped by its past, urban nature, and spirit of its people, empowering each individual to thrive and step confidently into the future.



Future-oriented values

Kitakyushu has navigated numerous challenges over the years through human connections, passion and innovative technology, embodying the future-oriented values of altruism, unleashed potential, and sustainability. Kitakyushu continues to face and overcome falling birthrates, aging, population decline, and other social problems, striving to evolve as a city that brings new future-oriented values to life and inspires its people to be happy and proud.



Globally ambitious city

With a legacy that includes the rise of globally competitive industries, starting with government-run Yahata Steel Works, Kitakyushu has long been a city of innovation supported by a vibrant network of small and medium-sized businesses and skilled workers, and is recognized worldwide as a leader in environmental sustainability. Kitakyushu will continue to honor its innate pioneering spirit and carry forward its legacy, boldly stepping into the future at the forefront of new global challenges.

Three Key Strategies and a Cycle of Growth and Happiness

We have defined three key strategies to achieve our urban vision: building a thriving city by boosting economic power, creating a vibrant city that can meet diverse lifestyle needs, and developing a comfortable city where all can feel secure and at ease in their daily lives. Together, these will generate a cycle of growth and happiness that will enhance Kitakyushu's overall strength.

Kitakyushu City's Vision for the Future

Three Key Strategies

- I Thriving City
- II Vibrant City
- III Tranquil City

People can live authentically in a vibrant city, enjoy the lifestyles they want, and experience peace and tranquility on their journeys.

II Vibrant City

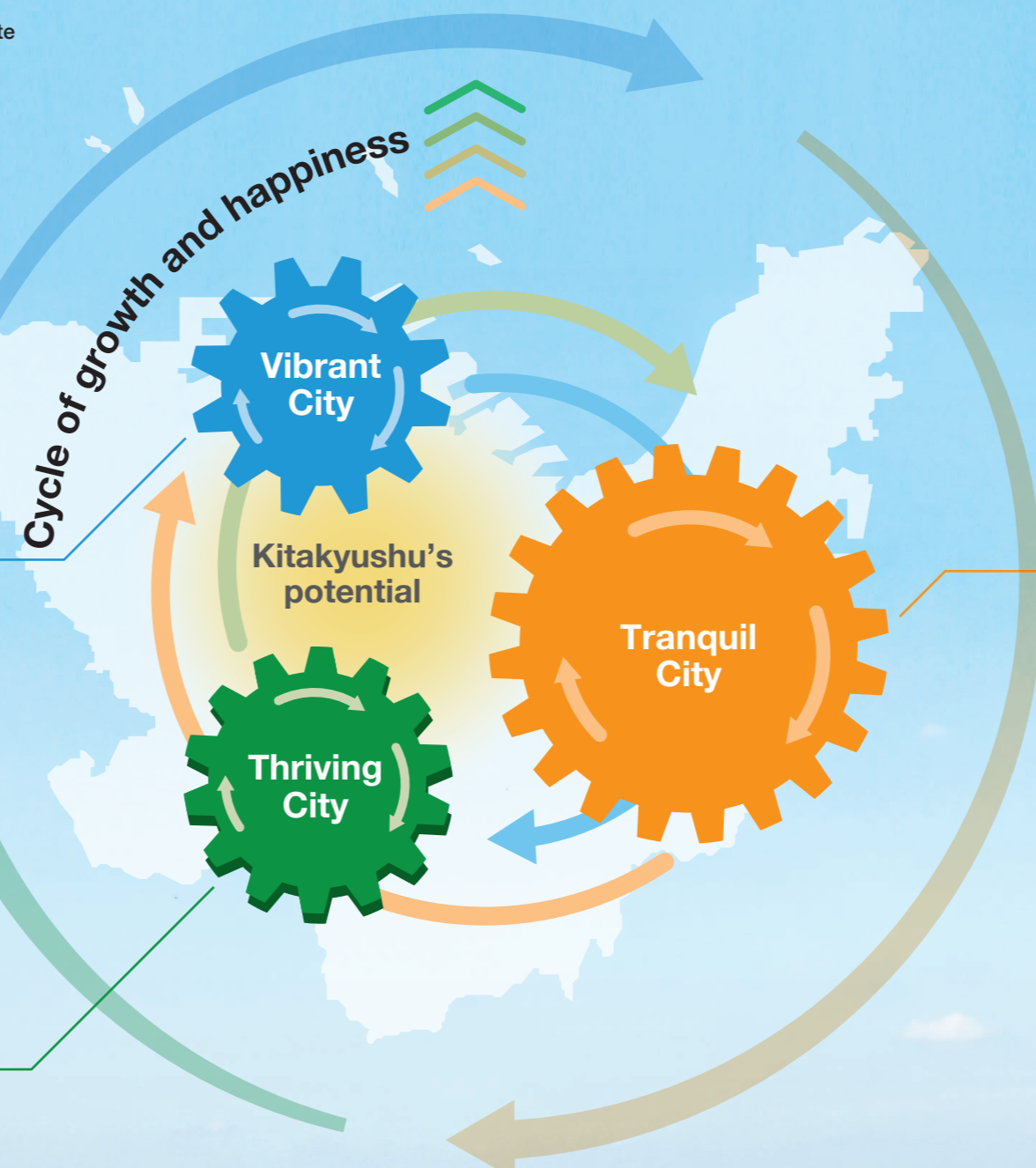
In response to the growing demand for diverse lifestyles, we encourage private investment and development to create appealing urban landscapes, living environments, educational settings, arts, cultural and sports experiences, and tourism, building a city full of options where all can celebrate their true selves.

Incomes and consumer confidence rise in a thriving city, driving the creation of urban energy and growing demand for multifaceted lifestyles on both physical and emotional dimensions.

I Thriving City

We will strengthen efforts to showcase Kitakyushu's appeal across the country, inviting people to visit, experience our city's charm, and build greater interest through firsthand experience. We strive to create a city where all can thrive through the development and scaling up of business activities, including the creation of hubs for future industries, improved productivity for local companies, and the creation of startups.

Cycle starting point (Top priority challenge)



III Tranquil City

By leveraging the "gains from growth" generated through the creation of a thriving and vibrant city, we are securing and enhancing safety and well-being—the foundations of everyday life—and building communities where mutual respect and support allow people to live fulfilling lives.

People can step confidently into the future in a tranquil city, which will draw in more people from the outside and encourage them to put down roots.

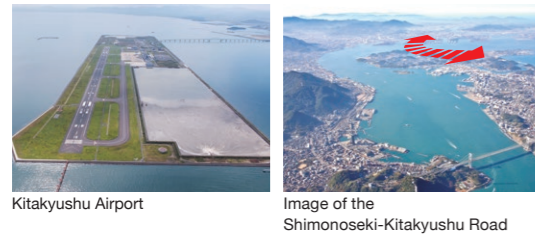


Thriving City

Hand in hand with industrial, academic, public and private sectors, we are laying the groundwork for a strong economy by building up robust land, sea, and air networks, enhancing regional partnerships, and investing in a workforce that is prepared to succeed in diverse job and startup opportunities. We will create thriving industries by inviting in companies that appeal to youth, boosting corporate appeal and productivity through private initiatives, and encouraging business development in emerging fields. These actions will create a stronger economic foundation, paving the way for the creation of a city where both individuals and companies alike can unlock their full potential.

Laying the foundation for economic growth

- (1) Building land, sea and air networks



- (2) Promoting a mega-region strategy
- (3) Creating new sites for industry

Building a workforce ready to earn and excel

- (1) Startup creation and growth
- (2) Encouraging youth to take on new challenges

- Collaboration with Gen Z
- Promotion of local employment for students
- Support for The University of Kitakyushu, other

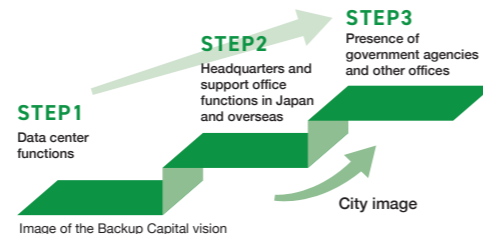


- (3) Supporting gender-inclusive and equal career opportunities for all
- (4) Developing inclusive work environments for diverse workforces



Creating strong, income-producing industries

- (1) Promoting the "Backup Capital" vision



- (2) Supporting the development of tomorrow's industries as catalysts for growth



- (3) Promoting Kitakyushu Green Impact



- (4) Promoting the logistics hub vision
- (5) Encouraging productivity gains and high value-added growth



- (6) Promoting global business and solutions to social challenges in Asia



Vibrant City

With the help of private investment, we are creating vibrant spaces, such as attractive streetscapes and living environments, and enhancing cultural, artistic, and sports activities, as well as tourist appeal to allow people from near and far to experience lively and colorful moments here in Kitakyushu. By enriching diverse and high-quality educational environments, we honor each child's unique character and unlock their potential as we guide them on their way to becoming multifaceted and dynamic individuals. These activities create diverse opportunities for self-expression, deepening people's sense of belonging and cohesion as we work towards creating a city sparkling with character and enjoyable experiences.

Designing vibrant spaces

- (1) Designing streetscapes that enhance Kitakyushu's appeal



- (2) Designing appealing and livable environments
- (3) Developing fast, convenient, and smart environments through digital innovation



Smart and simple ward office service project: No paperwork, no lines, no commute

- (4) Showcasing Kitakyushu's appeal to attract people and businesses



Child-friendly urban development initiative

Creating colorful, vibrant moments

- (1) Promoting culture, arts, and sports



Giravanz Kitakyushu home opening match

- (2) Driving community energy through entertainment



New festival-based tourism development project

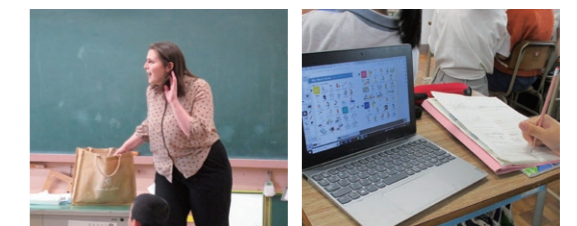
- (3) Promoting the improvement and marketing of tourism resources



Capitalizing on culinary appeal to boost accommodation and visit rates

Developing vibrant and dynamic individuals

- (1) Advancing educational initiatives to develop global and STEM professionals
- (2) Attracting innovative, next-generation educational institutions
- (3) Improving educational environments to unlock doors to the future
- (4) Enhancing educational and research functions at universities and other institutions



Foreign language classes

ICT learning



Tranquil City

We support the creation of safe and secure lifestyles by ensuring access to high-quality welfare, nursing care, and medical services and fostering community connections that embrace diversity, built on a foundation of safety and security in daily life through crime and disaster prevention, and the upkeep of social infrastructure. We also promote the development of safe and supportive environments where individuals who wish to have children can feel confident in their decisions, with the knowledge that society as a whole supports them throughout their parenting journeys as their children grow. Through these initiatives designed to improve Kitakyushu's livability, we aim to create a welcoming and close-knit community where all belong.

Providing a foundation of safety and security in daily life

(1) Building strong, disaster-resilient communities



Construction of retention ponds for flood and inundation control



Drones used in firefighting operations

(2) Promoting the development of crime-free neighborhoods

(3) Maintaining urban infrastructure and facilities tailored to social and environmental needs



Renovations to extend the service life of public facilities

Supporting safety and security for children and families

(1) Creating safe and supportive environments for childbirth and parenting

- Childcare fee exemption for families with more than one child
- New childcare family support programs



(2) Support for child health and well-being

Supporting safe and secure lifestyles

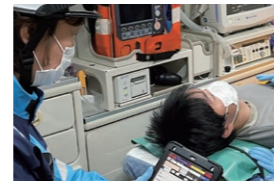
(1) Developing a city culture that celebrates diversity

(2) Creating safe and secure living environments for all



Kitakyushu Model advanced care promotion project

(3) Enhancing community healthcare services and public health management systems



Improving emergency transport response times using ICT

(4) Revitalizing community activities in local areas



Interaction between local residents

(5) Promoting healthy living and community engagement for all ages



Project to create mutual support through new connections (social capital)

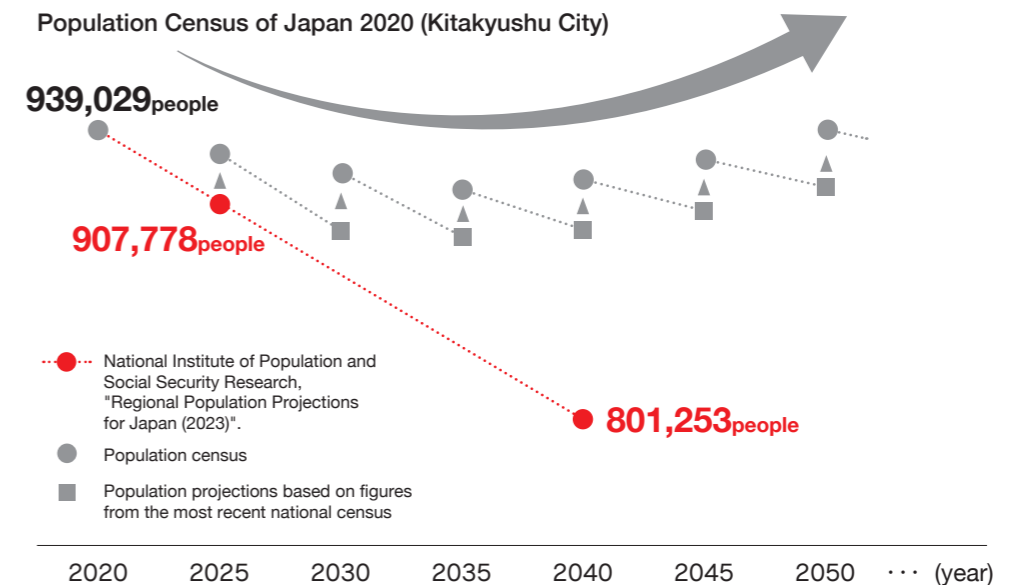
Population Growth Roadmap

Together with efforts to drive economic growth and improve Kitakyushu's image, we support the ambitions of young people in their 20s and 30s and encourage them to settle in the city, with the aim of encouraging positive shifts in social demographic trends.

We are also committed to improving living conditions in terms of both infrastructure and services through investments in childcare, education, welfare, culture and the arts, sports, housing, and transportation, with a long-term view of supporting the growth of future generations.

Guided by this approach, we will use the three key strategies and "cycle of growth and happiness" to reverse the trend of population decline to one of growth, setting the course for restoring the population of the city to one million residents through efforts to ensure that the actual population consistently surpasses projected figures based on five-year national census estimates.

Upward trajectory of steady population growth exceeding projected figures



Why focus on population growth?

Services essential to daily life require a certain population size, and a continuous decline will significantly affect future social and economic activity. To ensure the sustainability of these activities, it is vital for all sectors of industry, academia, government, and the public to unite in reversing population decline and enhancing urban strengths, such as improving industrial competitiveness and quality of life.

Key Performance Indicators

Kitakyushu's new vision includes 19 performance indicators to gauge the city's overall strength and ambitious targets (stretch goals). The entire city will rally together as one to achieve these goals.

Indicator	Current Value	Target ^{*1} 2028 (FY)	Key Strategy ^{*2}		
			Thriving City	Vibrant City	Tranquil City
Gross City Product	3.6696 trillion yen (FY 2020)	4 trillion yen (FY 2033)	●	●	
Value added per employee	8.18 million yen (FY 2020)	9 million yen (FY 2033)	●	●	
Compensation or income received per employed resident	4.63 million yen (FY 2020)	5 million yen (FY 2033)	●	●	
Women's employment rate (Ages 25-44)	79.8% (2022)	82.0 %	●		●
Tourism spending	82.73 billion yen (2022)	180 billion yen	●	●	
Number of overnight visitors	1.727 million people (2022)	2.6 million people	●	●	
Commercial land value (Kokura) <small>*Average value at primary locations</small>	580,000 yen/m ² (2023)	871,000 yen/m ² (2033)	●	●	
Commercial land value (Kurosaki) <small>*Average value at primary locations</small>	148,000 yen/m ² (2023)	227,000 yen/m ² (2033)	●	●	
Percentage of children with dreams and future goals	Elementary school students 81.1 % Junior high school students 66.8% (FY 2023)	Elementary school students 85.0 % Junior high school students 70.0 %		●	
Total fertility rate	1.46 (2022)	Aiming for the top spot among ordinance-designated cities, with a benchmark of 1.8			●

Indicator	Current Value	Target ^{*1} 2028 (FY)	Key Strategy ^{*2}		
			Thriving City	Vibrant City	Tranquil City
Healthy life expectancy	Male 71.9 years Female 75.6 years (2019)	Male 76 years Female 77 years			●
Percentage of local residents who are aware of social issues and are taking action to solve them in daily life	40.4% (FY 2022)	60%	●	●	●
Percentage of local residents who have taken part in community activities	50.9% (FY 2023)	60%			●
Percentage of local residents who feel the city is safe	86.0% (FY 2022)	90%			●
Percentage of local residents who intend to remain in Kitakyushu	83.8% (FY 2022)	90%	●	●	●
Percentage of local residents who indicate they feel pride and confidence in Kitakyushu	55.0% (FY 2022)	80%	●	●	●
Percentage of local residents who are generally satisfied with life in Kitakyushu	77.1% (FY 2022)	85%	●	●	●
Social demographic changes	▲206 people (2023)	+1,000 people	●	●	●
Population estimates	916,241 people (As of October 1, 2023)	Actual population above future estimated levels	●	●	●

*Note 1: The target year for each indicator is FY2028 unless a different year is indicated in parentheses for the target value.

*Note 2: A circle (○) indicates the key strategies most relevant to each indicator.

Character-driven City Planning

Kitakyushu's origins lie in the unprecedented equal merger of five cities. The distinct rich and varied histories of the former five cities live on in the individual identities of Kitakyushu's seven wards, positioning this diversity as one of Kitakyushu's greatest defining features. We aim to create a vibrant city where the unique traits of each area can shine. We will promote the creation of an attractive city by leveraging and refining local assets in each ward, allowing the special qualities of all seven areas to shine. We will also enhance the overall appeal and vitality of Kitakyushu by strengthening regional ties across ward boundaries.

Wakamatsu Ward

We will create a dynamic community that highlights Wakamatsu's distinct appeal, including its history and culture as a coal shipping port, natural beauty, industrial diversity, and role as an academic research hub.



Yahatanishi Ward

We will promote the development of a community that draws on unique local features such as the central Kurosaki and academic Orio areas, as well as local assets like historic Nagasaki Kaido and traditional festivals.

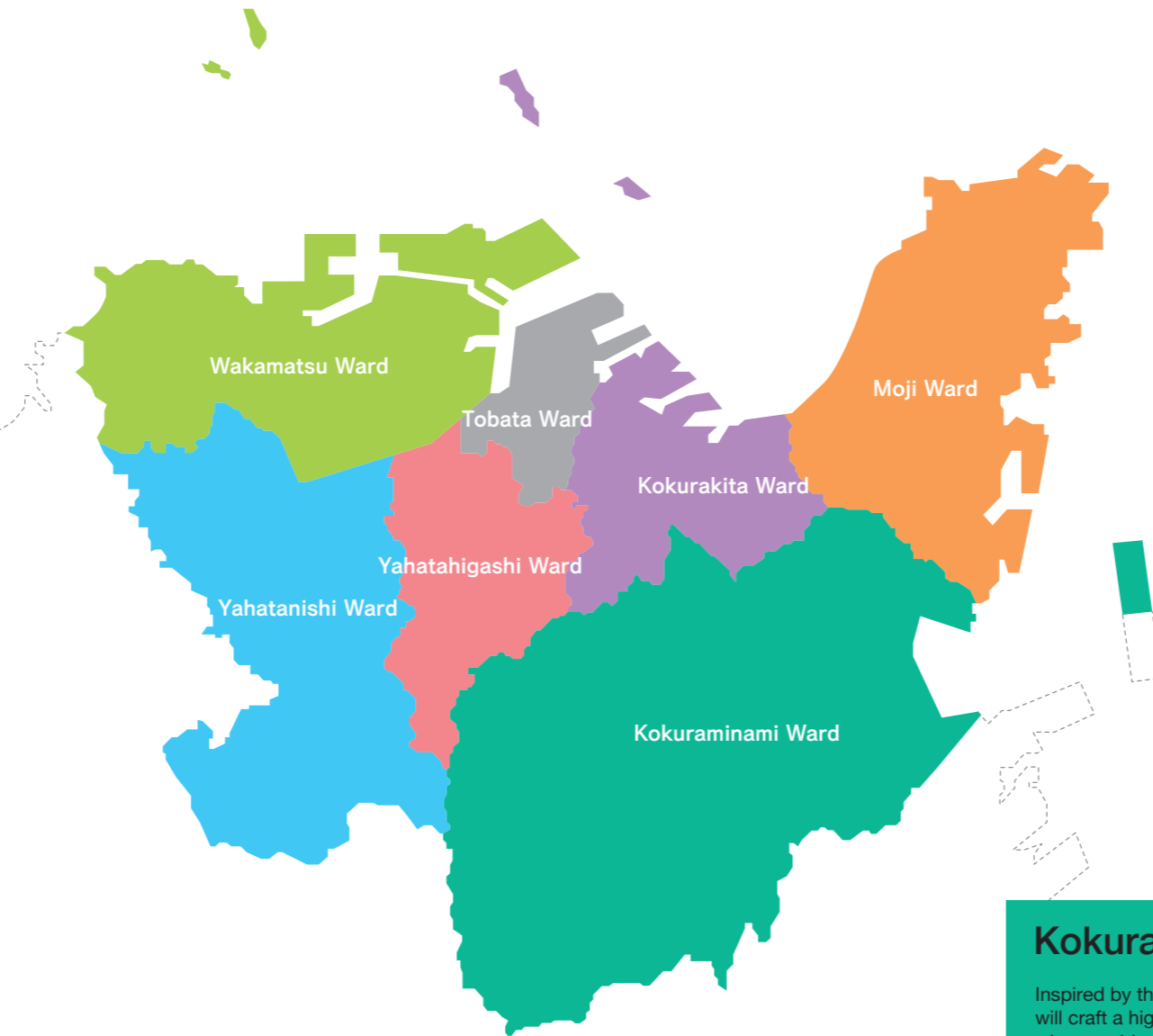


Yahatahigashi Ward

We will promote the revitalization of industry and tourism through regional collaboration with the Higashida district and other areas, and promote sustainable development by cultivating civic pride and empowering communities, local residents, and businesses, building on our legacy as a steelmaking city.



*Photo courtesy of Nippon Steel Corporation Kyushu Works (Closed to the general public)



Tobata Ward

We will build on Tobata's identity as a place of welfare and learning and promote the creation of lively, green and walkable urban spaces through its history and culture.



Moji Ward

We will work to enhance the value of the Kanmon area and encourage tourism, developing Moji into an area where tourism and everyday life blend seamlessly to create a place people want to visit and call home.



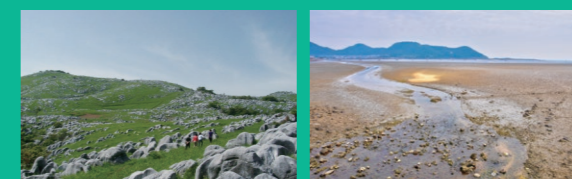
Kokurakita Ward

Utilizing Kokurakita's advanced urban and transit systems, we will build a dynamic and energetic area that truly represents the identity of Kitakyushu, attracting young and creative minds.



Kokuraminami Ward

Inspired by the natural beauty of places like Hiraodai, we will craft a high-quality local brand and create a community where residents can enjoy energetic, active lives for years to come.





Policy Management Bureau,
City of Kitakyushu

The PDF version of this publication can be found on the City of
Kitakyushu's official website.

<https://www.city.kitakyushu.lg.jp/contents/28500266.html>

