

Hamamatsu City Master Plan Basic Plan

2025~2034



(1) Overview of the Master Plan

In December 2014, Hamamatsu City formulated its Master Plan – the highest level plan to be used as a guide during its policy making.

The Master Plan comprises of three levels: the Basic Concept, the Basic Plan, and the Implementation Plan.

The Basic Concept illustrates an ideal image of the future one generation from now (30 years), which resonates with all of our citizens regardless of age.

The Basic Plan assumes a long-term perspective to outline comprehensive policies which aim to realize Hamamatsu’s ideal city image.

The Implementation Plan is created every fiscal year as the beating heart of its project implementation and oversees the systematic progress management in pursuit of achieving the 10-year vision which was outlined in the Basic Plan.

In addition, we also used the backcasting method which entailed defining the ideal of our city’s future and then working backwards to identify policies and programs that we need to do now in the present to connect us to this specified future.

Hamamatsu Master Plan – Structure, Duration, and Contents

Basic Concept (30 years)	▶ Creating a future which resonates with all citizens, regardless of age.	
Basic Plan (10 years)	▶ Creating a present for those in the future to shoulder	
Implementation Plan (1 years)	▶ Formulated every financial year to move the city further towards its goals	

(2) Overview of the Basic Plan's 2nd Period

① We kept the following two concepts in mind during the formulation process of the Master Plan:

Backcasting Approach

Hamamatsu is witnessing turbulent changes in its social and economic environment due to population decline, disease epidemics, and intensifying natural disasters.

So, during the formulation of the Master Plan we employed a backcasting approach to organize which projects and initiatives we should include in the second period of the Basic Plan, just as we did during the first period. This was done in efforts to move us closer towards the ideal image of the city that was established in the Basic Concept (Hamamatsu City Future Vision).

A Wellbeing Perspective

Alongside a pursuit of more material wealth, the second period of the Basic Plan places a larger emphasis on things that cannot be measured by any economic metrics such as health, happiness, and local relationships. The plan included a more wellbeing-oriented perspective to ensure the plan allowed all citizens to experience a satisfying lifestyle first-hand.

We conducted surveys on citizen satisfaction and their hopes for the future and used an analysis of the results as reference for formulating our policies.

② Plan Period
2025~2034 (10 years)

③ Plan Structure

• Fundamental Principles of Urban Development

We established six pillars which stretch across multiple policy areas and in them included elements from the Basic Concept and changes in the socioeconomic environment following the formulation of the first period of the Basic Plan

• Plans By Area

We have established the following seven fields: industry and economy; children and education; safety, security, and comfort; environment and lifestyle; health and welfare; culture and sports; and local government. The basic policies and policies are listed later in this document

(1) Future-Oriented Sustainable Urban Development

Hamamatsu aims to halt the declining birth rate and youth brain drain, reverse the current trajectory towards a declining population and revitalize urban growth.

To mitigate the risk of natural disasters such as earthquakes, tsunamis, and heavy rainfall, and to prevent or minimize flood damage, Hamamatsu is implementing urban development with a focus on both physical and non-physical disaster resilience. This includes initiatives such as the construction of safe and comfortable road networks and increasing citizens' awareness of natural disaster preparedness.

In particular, we are promoting initiatives in our hilly and mountainous regions that take into account the region's geographical characteristics while pursuing regional vitalization which harnesses the diverse charms and unique strengths of the locality.

We are also promoting collaboration with Shizuoka Prefecture and its local governments, as well as local governments in the San-En Nanshin region, which consists of Aichi Prefecture's Mikawa region, Shizuoka Prefecture's Enshu region, and Nagano Prefecture's Shinshu region.

In order to ensure a peaceful life for our citizens in the face of increasingly diverse and complex issues, such as changes to the socioeconomic environment and the emergence of unprecedented diseases, Hamamatsu is employing a flexible, mid-term approach to public finance, developing cross-disciplinary systems, and integrating digital transformation initiatives across all sectors.

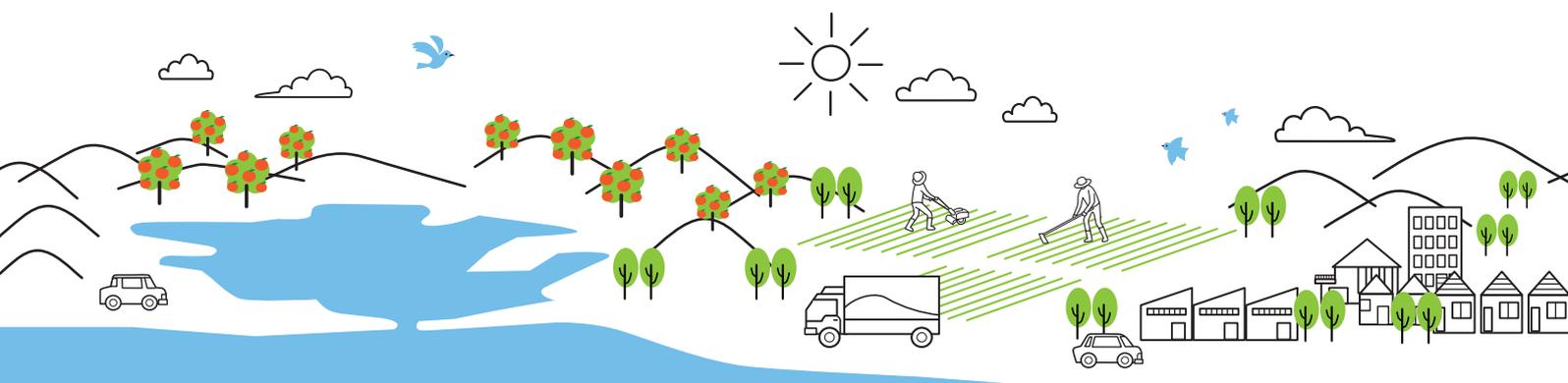
As for our environmental efforts, Hamamatsu actively promotes initiatives which pursue the realization of a carbon neutral/decarbonized society, as well as the push towards a full recycling society.

(2) A Life of Prosperity and Plenty

Another key principle of our urban development is enhancing our citizen's perceived quality of life through promotion of initiatives which emphasize regional, corporate, and inter-organizational collaboration with all entities, alongside the promotion of social development which enables all citizens to personally experience the convenience and comfort of digitalization in their daily lives.

We also prioritize the conservation of our diverse and bountiful natural environment which surrounds us with water and greenery and the promotion of urban development which fosters the coexistence of humans and nature.

Our policies and initiatives aim to establish a safe society in which local regions experience growth through the healthy and happy lives of its citizens, which is ensured by protecting them from illness and extending their healthy life expectancy. However, our aim does not only stop with physical wellbeing – we also hope to create a lifelong-learning society in which everyone has the opportunity to deepen their knowledge on any topic at any time.



(3) Promoting a Thriving Regional Economy

We aim to enhance the earning power of our industries and strengthen our industrial bases by growing our industry to surpass the existing frameworks and leveraging the strengths of our region, such as the superior technology, products, manufactured goods, and services of local businesses.

In addition, we seek to boost the region's earning potential by supporting start-ups, attracting businesses, and pursuing the vitalization of the regional economy. Providing incentives for potential employees from both within Japan and abroad is also important and we hope to achieve this through attracting highly-skilled international and domestic talent and promoting diverse and flexible working styles.

Our goal is to drive further development in our agricultural, forestry, and fishery industries through comprehensive support from increased production to bolstered sales power.

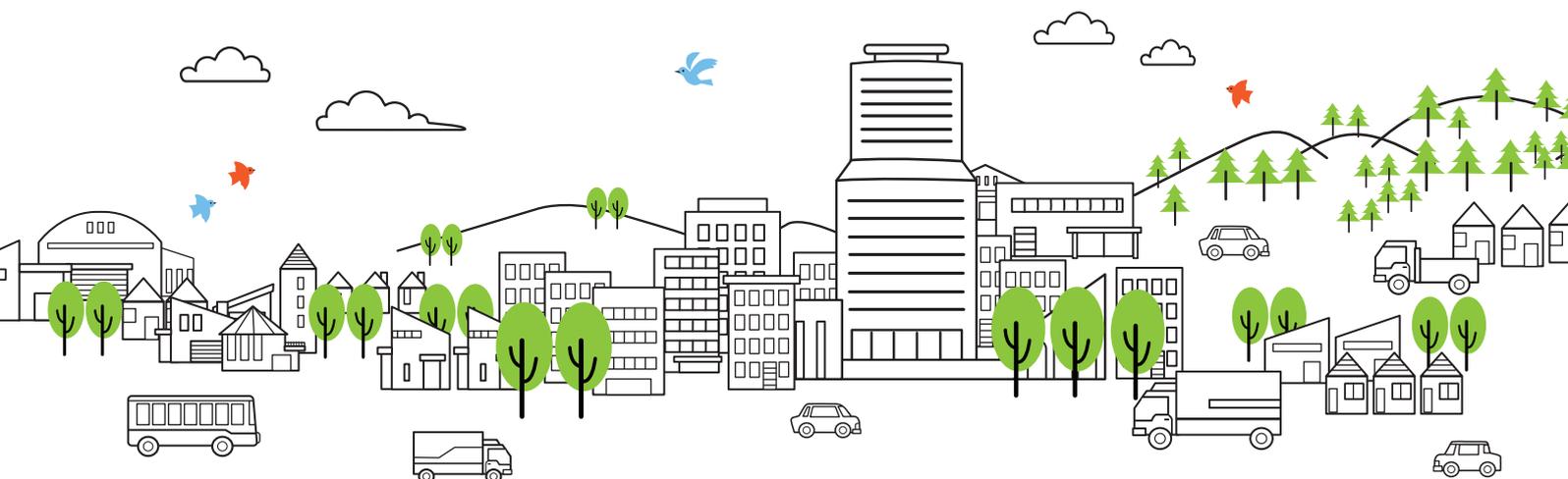
(4) Constructing a Mutual-Aid Society

Ensuring that the next generation grows up healthily and happily is one of our main priorities, so we are aiming towards creating a society that has adopted an "it takes a village" -approach to childrearing.

Alongside this, we are also dedicated to solving issues faced by the local community, which we aim to do by proactively and effectively sharing information from the local government, and implementing the opinions of our citizens in every aspect of our city governance.

We implement initiatives aimed at fostering a society in which various individuals and organizations come together to support their local community and promote urban development through increased cooperation and collaboration, as well as a society that recognizes and respects the differences which make its citizens unique and enables them to contribute their individuality and abilities.

To support some of the more vulnerable members of society, Hamamatsu is aiming to increase inclusivity by establishing a multi-layered support system with help from various organizations to address the complex issues experienced by the elderly, the disabled, and their families in regards to social welfare.



(5) Creating Charm and Vibrancy

The conservation of the inherited folk arts and cultural traditions that strengthen our sense of community is an important mission of ours. At the same time, we also are aiming to increase the vibrancy of our region through new rich cultural and artistic activity like music.

Some of the other tangible and intangible initiatives we employ aim to increase the vibrancy of our city include the establishment of large-scale sports facilities and the creation of opportunities for citizens to watch their favorite teams, as well as attracting national and international tournaments to our city.

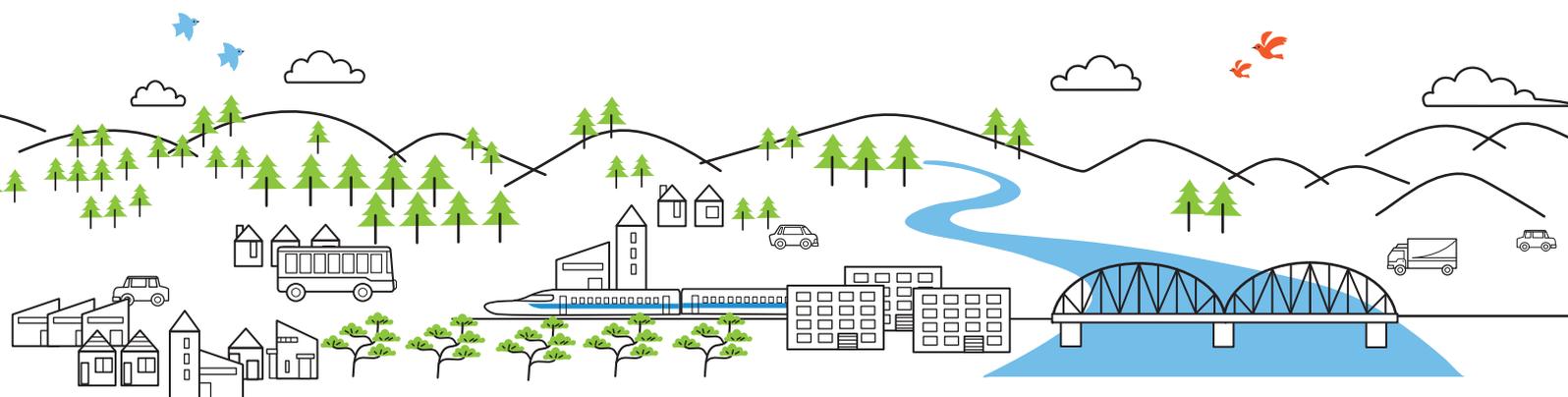
Alongside continuing the formulation of a strategic city brand which utilizes Hamamatsu's strengths and world-class regional resources, we also hope to promote forms of urban planning which make Hamamatsu a more attractive option for young people and women to choose.

We want to continue developing a region which enables people of all walks of life to gather, interact, stay, and enjoy – whether that be the city center or in our mountainous regions, in hopes that this will lead to an influx of arrivals and residency to our diverse and tolerant city.

(6) Forming a Hub-Network City Structure

Hamamatsu City is pursuing the formation of a city structure consisting of interconnected compact hubs which place their focus on the functionality of urban areas and enhancing the convenience of the lives of city residents. In doing so, we hope to create urban spaces which carefully balance maintenance, development, and conservation in not only our residential areas, but also in our regions which promote industry activities like agriculture and manufacturing, and areas of nature conservation.

We also construct and perform appropriate maintenance on public infrastructure like waterways as well as roads and transport routes which connect our multiple lifestyle hubs and those well-equipped with urban resources.



Pictured: Compact Hub Network City Structure

- City Nucleus
- Lifestyle Hub
- Residential Areas
- Industrial Areas
-  Public Transport Networks
-  Aggregation

※Urban Area: Areas with a high concentration of urban resources.

※Suburban Area: Areas with low-density land use.

IDEAL IMAGE Suburban Areas

Agricultural regions see continuing aggregation and land use is balanced between agricultural, industrial and residential purposes in response to changes in industrial structure, while also preserving existing communities.

IDEAL IMAGE Mountainous Areas

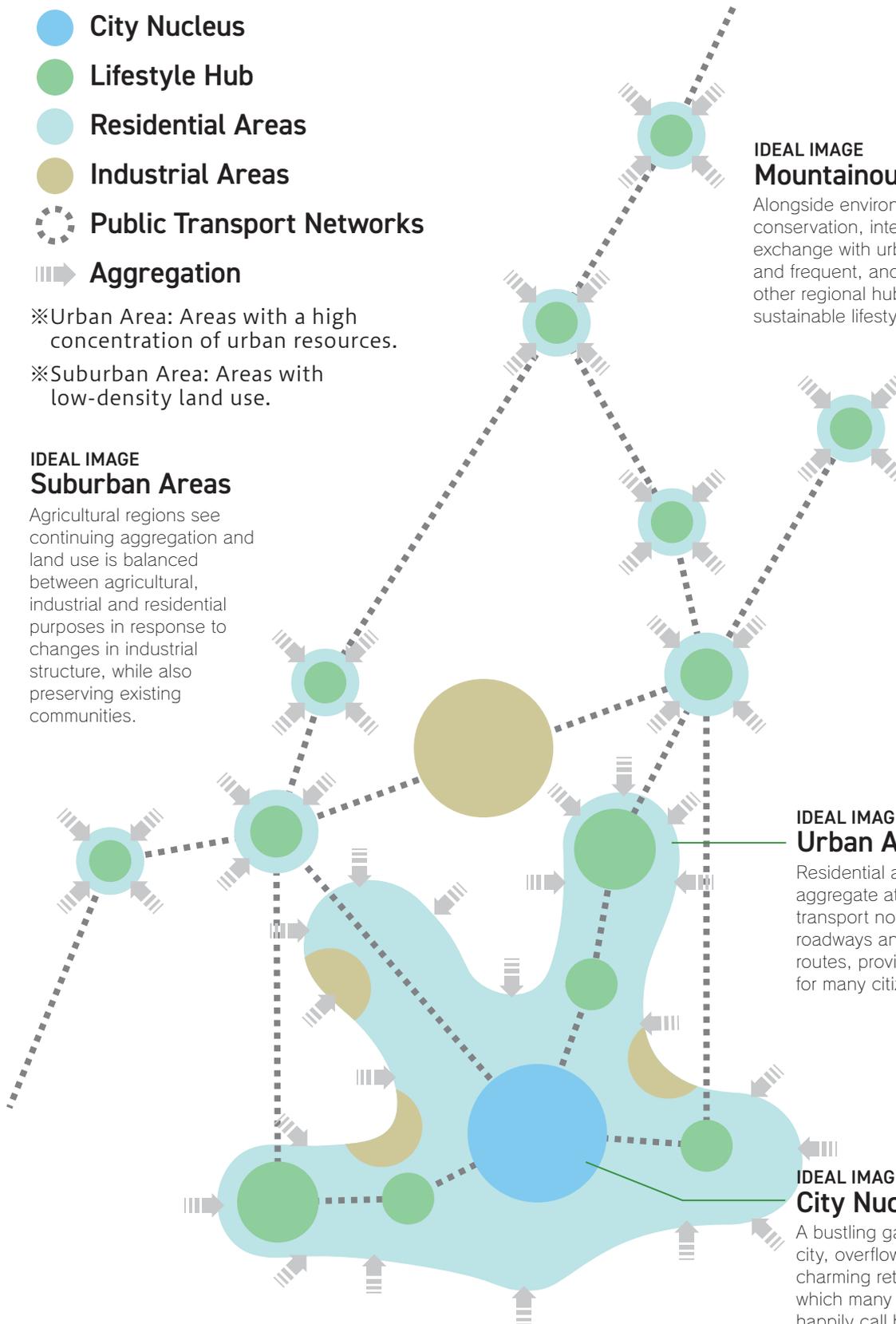
Alongside environmental conservation, interaction and exchange with urban areas is lively and frequent, and connections to other regional hubs allow for a sustainable lifestyle.

IDEAL IMAGE Urban Areas

Residential areas aggregate at public transport nodes or along roadways and railway routes, providing spaces for many citizens to live.

IDEAL IMAGE City Nucleus

A bustling gateway to the city, overflowing with charming retail and culture, which many residents happily call home.



Industry & Economy

■ Basic Policy

Basic Policy 1 Creating industries and services for the global market

- Policy 1 ▶ Promoting innovation to inspire new ideas
- Policy 2 ▶ Increasing regional earning power by strengthening entrepreneurial spirit.
- Policy 3 ▶ Expanding markets to enable sustainable growth
- Policy 4 ▶ Promoting the activities of diverse personnel
- Policy 5 ▶ Advancing workstyle reforms
- Policy 6 ▶ Creating an attractive city nucleus
- Policy 7 ▶ Revitalizing the region through industrial promotion
- Policy 8 ▶ Promoting the accumulation of industries through business attraction

Basic Policy 2 Establishing a start-up ecosystem

- Policy 1 ▶ Supporting start-ups who display innovative technology and ideas
- Policy 2 ▶ Collaborating with businesses and start-ups in Hamamatsu

Basic Policy 3 Developing attractive local resources for domestic and international appeal

- Policy 1 ▶ Creating appealing tourism resources to increase inbound tourism
- Policy 2 ▶ Strengthening strategies for inbound tourism
- Policy 3 ▶ Developing city promotion in aims of establishing Hamamatsu's city brand

Basic Policy 4 Establishing a tart-up ecosystem

- Policy 1 ▶ Securing and training a workforce for agricultural, forestry, and fishery industries
- Policy 2 ▶ Maximizing the sales potential of agricultural, forestry, and fishery products
- Policy 3 ▶ Increasing the production of agricultural, forestry, and fishery products
- Policy 4 ▶ Conserving and utilizing local resources
- Policy 5 ▶ Ensuring a stable supply of safe and reliable agricultural and marine products
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- Policy ▶ Ensuring superior agricultural land and the increased production of agricultural goods

Children and Education

■ Basic Policy

Basic Policy 1

Urban development which allows all young people to grow up healthily and happily

- Policy 1** ▶ Promoting measures to combat the declining birth rate
- Policy 2** ▶ Providing comprehensive support tailored to each child and their caregivers
- Policy 3** ▶ Providing consultations for children and their families
- Policy 4** ▶ Delivering early childhood education and childcare adapted to meet diverse needs
- Policy 5** ▶ Providing high-quality early childhood education and childcare
- Policy 6** ▶ Promoting the creation of an environment which fosters the growth and independence of young people

Basic Policy 2

Nurturing those who will shape their own futures and that of Hamamatsu

- Policy 1** ▶ Equipping the next generation with skills for the future
- Policy 2** ▶ Enhancing learning opportunities and support to meet diverse needs
- Policy 3** ▶ Improving the skills and qualifications of Hamamatsu's teachers
- Policy 4** ▶ Maintaining a safe and secure environment for learning
- Policy 5** ▶ Collaborating and cooperating with a diverse range of stakeholders

Safety, Security, and Comfort

■ Basic Policy

Basic Policy 1 Working together to survive natural disasters

- Policy 1** ▶ Promoting evacuation preparedness to ensure zero delays
- Policy 2** ▶ Improving and maintaining evacuee living conditions to prevent disaster-related deaths

Basic Policy 2 Creating a vibrant city where citizens gather

- Policy 1** ▶ Promoting sustainable urban development
- Policy 2** ▶ Promoting land use that balances development and conservation
- Policy 3** ▶ Providing public transport that is adapted to diverse lifestyles
- Policy 4** ▶ Creating safe and secure urban areas
- Policy 5** ▶ Strengthening urban resources in the city nucleus
- Policy 6** ▶ Generating a sense of safety and security in our residential areas
- Policy 7** ▶ Utilizing existing municipal housing
- Policy 8** ▶ Promoting safety through earthworks policies to create disaster-resilient communities

Basic Policy 3 Green and comfortable urban development

- Policy 1** ▶ Promoting greenification and conserving green spaces
- Policy 2** ▶ Establishing parks in urban areas
- Policy 3** ▶ Performing appropriate maintenance on parks in urban areas
- Policy 4** ▶ Revitalizing the city zoo

Basic Policy 4 Constructing and bolstering safe, comfortable, and disaster-resistant social infrastructure

- Policy 1** ▶ Creating roadways for safe and comfortable travel
- Policy 2** ▶ Ensuring the safety and comfort of our roadways
- Policy 3** ▶ Promoting tangible and intangible transport safety measures
- Policy 4** ▶ Promoting safe river management

Safety, Security, and Comfort

■ Basic Policy

Basic Policy 5

Creating a responsive and reliable emergency service system

- Policy 1** ▶ Enhancing disaster response capabilities, including emergency services
- Policy 2** ▶ Ensuring proper operation of the 119 hotline and firefighting alert and communication systems
- Policy 3** ▶ Strengthening fire prevention efforts and reducing damage caused by conflagrations
- Policy 4** ▶ Recruiting and training firefighting personnel while upgrading firefighting facilities

Basic Policy 6

Operating resilient, safe, and stable water and sewage systems to support the water cycle

- Policy 1** ▶ Bolstering water and sewage facilities to promote disaster preparedness and mitigation
- Policy 2** ▶ Providing safe and reliable water and sewage services
- Policy 3** ▶ Reducing the environmental impact of water and sewage services
- Policy 4** ▶ Improving the organizational structures of water and sewage services
- Policy 5** ▶ Promoting the sustainable operation of water and sewage services

Environment & Lifestyle

■ Basic Policy

Basic Policy 1 **Creating a carbon neutral/decarbonized society**

- Policy 1** ▶ Promoting decarbonized administration and innovation
- Policy 2** ▶ Transitioning to a decarbonized lifestyle
- Policy 3** ▶ Reducing the greenhouse gas emissions of city facilities

Basic Policy 2 **Creating a recycling society**

- Policy 1** ▶ Building a recycling society with safe, reliable, and stable waste management systems
- Policy 2** ▶ Conserving biodiversity
- Policy 3** ▶ Creating a comfortable and satisfactory living environment

Basic Policy 3 **Enhancing local communities**

- Policy 1** ▶ Creating a society in which citizens can actively participate in their community
- Policy 2** ▶ Promoting safe and secure local communities
- Policy 3** ▶ Creating sustainable rural mountain communities
- Policy 4** ▶ Promoting gender equality to achieve self-fulfillment
- Policy 5** ▶ Maintaining and managing funeral halls, cemeteries, and graveyards
- Policy 6** ▶ Ensuring the proper management of family registry
- Policy 7** ▶ Creating a universal society which protects our citizens' free will

Health and Welfare

■ Basic Policy

Basic Policy 1

Promoting comprehensive support through collaboration with related organizations

- Policy 1** ▶ Advancing community welfare to ensure all citizens live with peace of mind
- Policy 2** ▶ Addressing the challenges of an aging population
- Policy 3** ▶ Providing individually-tailored support to those with disabilities
- Policy 4** ▶ Promoting the rehabilitation and social participation of those with disabilities
- Policy 5** ▶ Ensuring appropriate support and encouraging independence for households receiving public assistance
- Policy 6** ▶ Maintaining the sound and stable operation of the long-term care insurance system
- Policy 7** ▶ Maintaining the sound and stable operation of the national health insurance system

Basic Policy 2

Promoting health and improving medical services to safeguard our citizen's physical and mental wellbeing

- Policy 1** ▶ Creating lifelong health promotion initiative
- Policy 2** ▶ Promoting regional healthcare and integrated community care systems
- Policy 3** ▶ Promoting public health and food safety measures
- Policy 4** ▶ Ensuring systems of sustainable regional medical care provision (Hamamatsu Medical Center)
- Policy 5** ▶ Ensuring systems of sustainable regional medical care provision (Hamamatsu City Rehabilitation Hospital)
- Policy 6** ▶ Promoting mental health care
- Policy 7** ▶ Training skilled care personnel who will contribute to local medical care
- Policy 8** ▶ Strengthening sanitary inspection systems and enhancing information provision for infectious diseases
- Policy 9** ▶ Providing safe and reliable medical care
- Policy 10** ▶ Creating a society where humans and animals peacefully coexist

Health and Welfare

■ Basic Policy

Basic Policy 3

Wellness City Hamamatsu - Japan's leader in healthy life expectancy

- Policy 1** ▶ Creating a “wellness city” focused on health and wellbeing
- Policy 2** ▶ Promoting collaboration between universities and medical facilities

Culture and Sports

■ Basic Policy

Basic Policy 1

Providing opportunities and spaces to interact with, study, and enjoy culture, fine art, and history

- Policy 1** ▶ Promoting Hamamatsu as a Creative City of Music
- Policy 2** ▶ Implementing urban development rooted in music
- Policy 3** ▶ Providing opportunities for lifelong learning
- Policy 4** ▶ Inheriting, preserving, and utilizing cultural assets
- Policy 5** ▶ Creating opportunities to connect with history
- Policy 6** ▶ Curating art galleries for our citizens enjoyment
- Policy 7** ▶ Expanding the function of libraries as places of learning
- Policy 8** ▶ Training specialist personnel

Basic Policy 2

Increasing city vitality through sports

- Policy 1** ▶ Creating opportunities for citizens to get involved with sports
- Policy 2** ▶ Establishing an environment in which all citizens can enjoy sports

Local Government

■ Basic Policy

Basic Policy 1

Administrative management focused on a future forged together with citizens

- Policy 1** ▶ Promoting the Master Plan in pursuit of the Basic Concept
- Policy 2** ▶ Creating diverse city systems and promoting wide-spread collaboration
- Policy 3** ▶ Enhancing the functions of strategic hubs in the Greater Tokyo Metropolitan Area
- Policy 4** ▶ City PR which supports and inspires urban development through citizens
- Policy 5** ▶ Revitalizing the city by harnessing our diversity and global connections

Basic Policy 2

Creating and operating local government organizations which achieve high citizen satisfaction

- Policy 1** ▶ Employing appropriate organizational structures and employee management
- Policy 2** ▶ Staff training
- Policy 3** ▶ Promoting future-oriented city administration
- Policy 4** ▶ Managing employee health and workplace safety
- Policy 5** ▶ Promoting legal work and policy making
- Policy 6** ▶ Providing and publishing administrative information
- Policy 7** ▶ Promoting reliable secretary work and public acknowledgement

Basic Policy 3

Promoting fiscal management, asset management, and resource acquisition to realize Hamamatsu's future image

- Policy 1** ▶ Sustainable fiscal management
- Policy 2** ▶ Promoting asset management
- Policy 3** ▶ Providing safe and comfortable public buildings
- Policy 4** ▶ Reasonable bidding and contracts for construction and goods
- Policy 5** ▶ Increasing employee technical skills to ensure quality of public construction work

Local Government

■ Basic Policy

Basic Policy 4

Promoting administrative services which support equal and fair city taxation and receipt

- Policy 1** ▶ Suitable and efficient receipt of payment
- Policy 2** ▶ Fair and efficient taxation
- Policy 3** ▶ Fair and efficient tax collection

Basic Policy 5

Creating safe, reliable, and convenient citizen services which harness digital technology

- Policy 1** ▶ Optimizing city functions and increasing citizen well-being through digital technology
- Policy 2** ▶ Suitable management of resident information networks and information systems within government buildings

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- Policy** ▶ Promoting suitable financial management
 - Policy** ▶ Fair and smooth executive management of elections
 - Policy** ▶ Promoting fair and efficient human resource administration
 - Policy** ▶ Implementing inspections in pursuit of reasonable government administration and fiscal management



浜松市
HAMAMATSU CITY

Hamamatsu City
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