

Good landscape creation by the regulation of outdoor advertising materials

The Tokyo Metropolitan Government enacted the Tokyo Metropolitan Ordinance on Outdoor Advertising Materials in 1949, and subsequently, we have been regulating outdoor advertising materials to maintain scenic beauty of community and to prevent dangers to the public, through several amendments on the ordinance.

As for the coordination with the townscape creation, we amended the ordinance and added “the Creation of Good Townscape” in its purpose as a result of the amendment of the Outdoor Advertisement Act and the recommendation of the Tokyo Metropolitan Advertising Materials Committee (“the concept of future advertising material regulations in Tokyo”) in 2005.

Also, in the Tokyo Townscape Plan instituted in March 2007, as we designated the Cultural Property Gardens surrounding areas and waterfront areas as the particularly important areas (the Townscape Creation Special Area) in creating good townscape, we enact the regulations unique to the said areas with respect to the landscape guiding on buildings and displays of outdoor advertising materials.

Furthermore, in order to secure the effectiveness of outdoor advertising materials, we amended the Tokyo Metropolitan Ordinance on Outdoor Advertising Materials and have been able to regulate based on that ordinance. We established a new subsidy system to promote removal and modification of advertising materials subject to the regulation, in cooperation with the Wards since fiscal year 2009, and during three years by the end of fiscal year 2011, we removed and modified almost every advertising material subject to the regulation.

As for illegal advertising materials interfering with a good townscape, we enhanced the measures (to publish the violator’s name and to create the new provision for a civil fine) by the amendment of the ordinance in 2005, and the approval seals are required to attach on the approved advertising materials since December 2008.

We will effectively enforce the regulation of outdoor advertising materials and actively work on the townscape improvement, in cooperation with the municipalities.